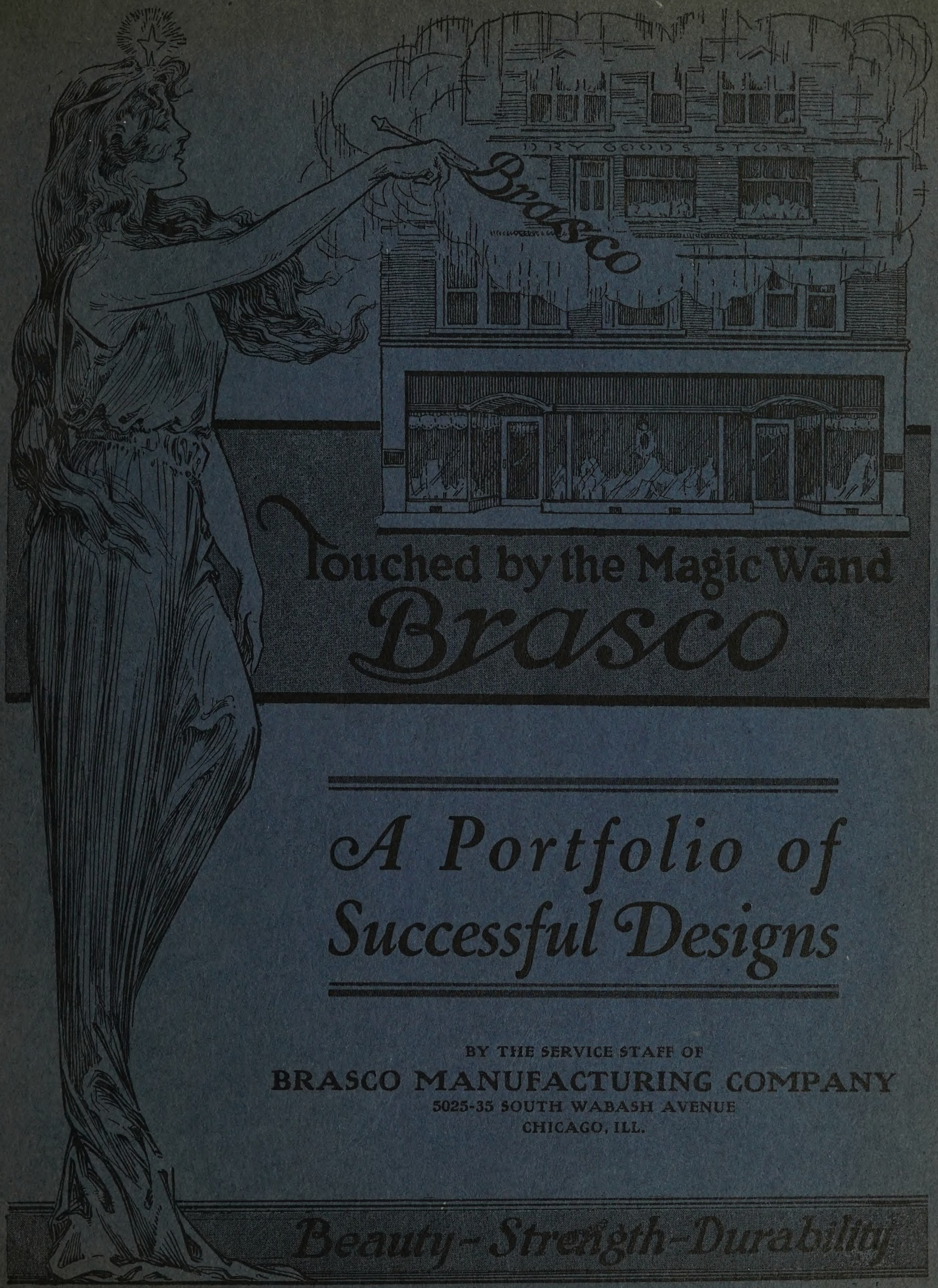

Touched by the Magic Wand
Brasco

A Portfolio of Successful Designs

BY THE SERVICE STAFF OF

BRASCO MANUFACTURING COMPANY

5025-35 SOUTH WABASH AVENUE

CHICAGO, ILL.

Beauty - Strength - Durability

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INTRODUCTION

IT is our aim to show in the pages following a number of up-to-the-minute store front designs, from the simple 18 foot front to the more pretentious arcade, arch and double entrance types. These are selected from the many layouts submitted by our service department, with a view of showing a general layout from which the one best front for your particular store can be developed. The photographs illustrate how well these designs are being worked out every day in the year with the aid of BRASCO copper store fronts. You will better understand why this is possible after you have carefully examined the full-sized illustrations of BRASCO and BRASCO-HESTER sash appearing on pages 4 and 5, which show clearly the principles embodied in both types of construction—simple, handsome appearance, correct architectural lines, superior mechanical features and absolute durability. Over forty thousand satisfied BRASCO owners throughout the United States testify daily to the tremendous sales-pulling power of their fronts—power invariably resulting in steadily increased sales.

At a word from you we will gladly co-operate in your store front design and submit layouts particularly adapted to your front. If you do not find the front you want, write us. Our service is at your command.

"A better front for less money."

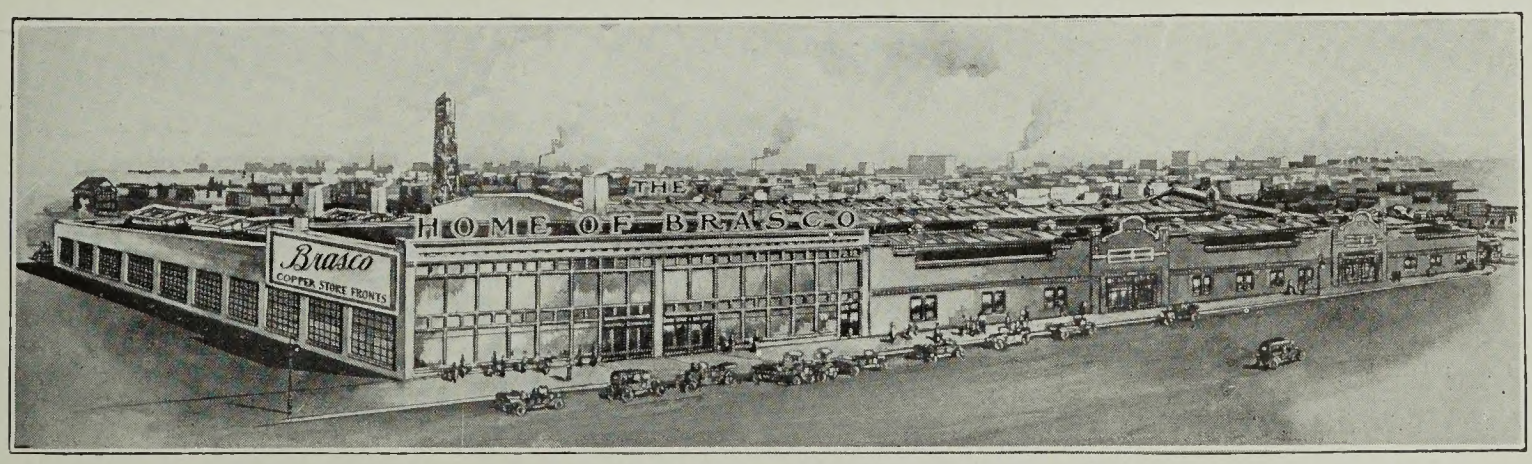
Brasco Manufacturing Company

5025-35 South Wabash Avenue

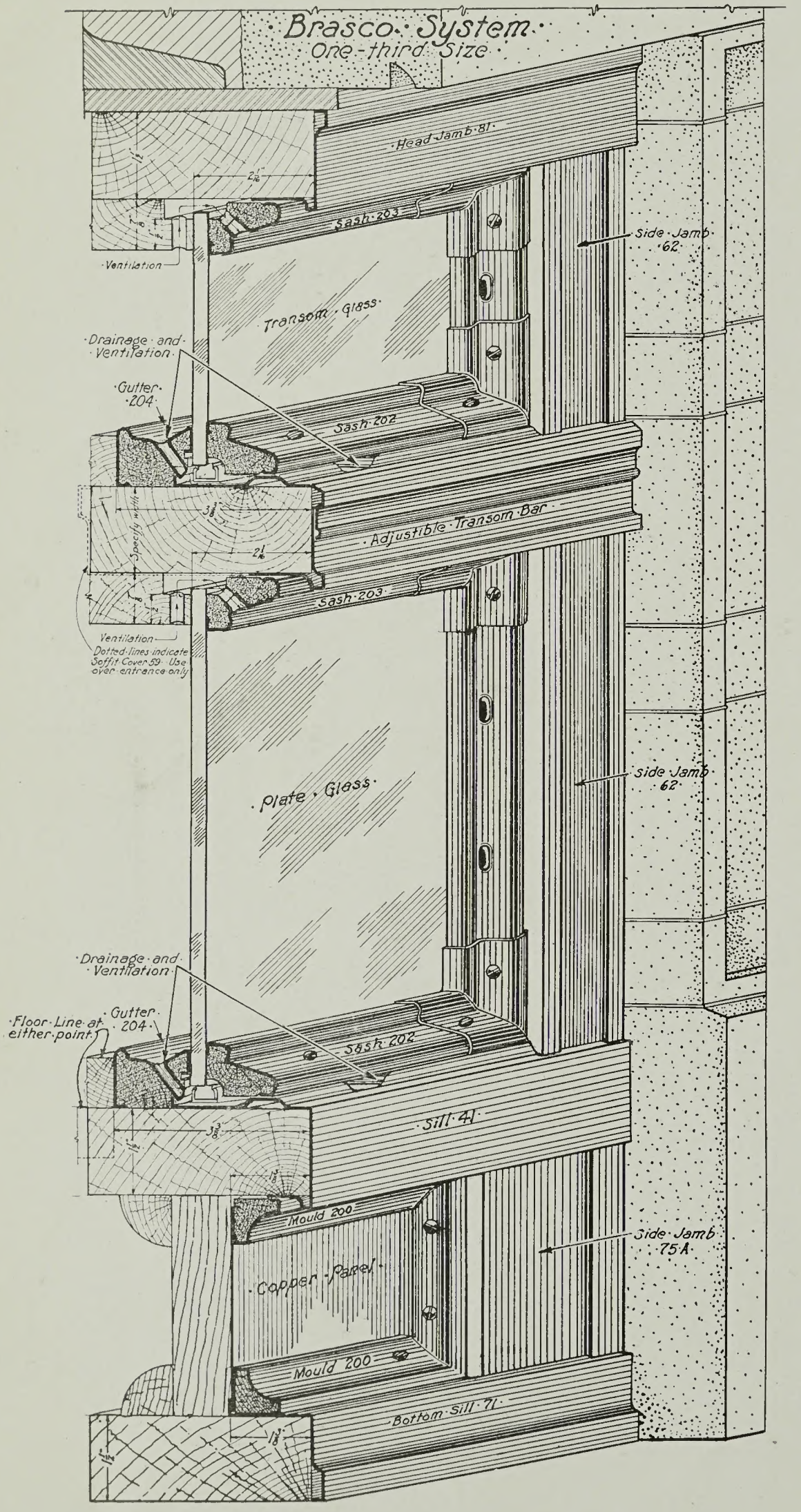
Chicago

Covered by patents and patents pending in United States and Canada

Contents of this book copyrighted, 1921, by Brasco Mfg. Co.



WHERE BRASCO COPPER STORE FRONTS ARE MANUFACTURED



⅓-Size Vertical Store Front Sections

Advantages of Brasco Copper-Covered Creosoted Type

Utilizes the merit of the wood setting, determined by every insurance company as being safest for glass, together with

The imperishable properties of cypress and creosote, and

The beautifying and protective qualities of copper.

Instead of the resilient and erratic glass grip or the hard tension grip, BRASCO employs the approved firm, supple and uniform hold.

Glass is set from outside and sash placed by the indirect screw pressure method.

Has the widest drainage gutter of any store front system on the market.

Affords more ventilation than any other copper front, therefore,

Insures clearer plates and more efficient display service.

Details show the sturdy, durable and beautifully designed mouldings used.

BRASCO jamb, transom, sill and sash members take standard size of lumber.

Copper used where copper is necessary, therefore, BRASCO COSTS LESS.

Let Us Furnish You an Estimate Free of Charge

Fill out enclosed card and mail it to us and we will be glad to tell you what your front will cost and give you the benefit of our trained service department free of cost. Give us a sketch along the lines of cut on opposite page and let us know

(*a*) ***Height from I beam to walk.***

(*b*) ***Width of opening between outside points of side walls, and thickness of walls.***

(*c*) ***Depth of store.***

(*d*) ***How much depth are you willing to allow for vestibule return?***

Advantages of Brasco-Hester Shell Copper Type

Large heavy gauged solid copper sash.

Drain and vent holes are embossed in the inner member and not punched in the outer retaining strip. The latter method, which is ordinarily practiced, tends to weaken the sash and to catch lint and dirt.

The inside gutter holes do not show.

The even indirect screw pressure method of glass setting is employed.

Affords maximum daylight.

Sash can be used without jamb or sill.

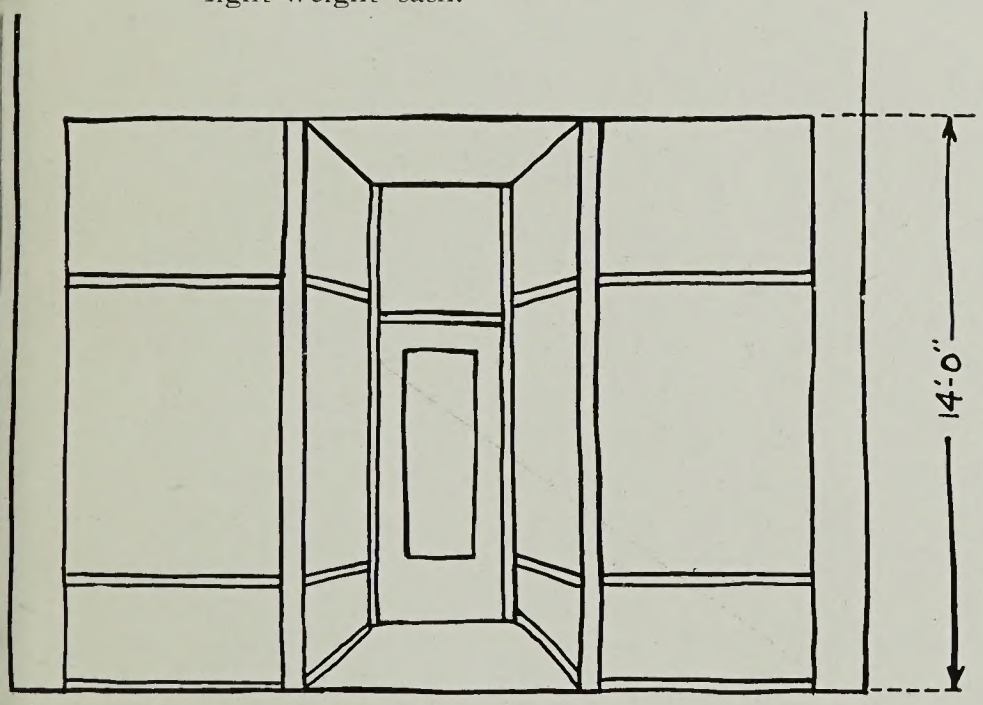
The most efficient system for keeping show windows free from frost and mist.

Has a smooth working dust regulator.

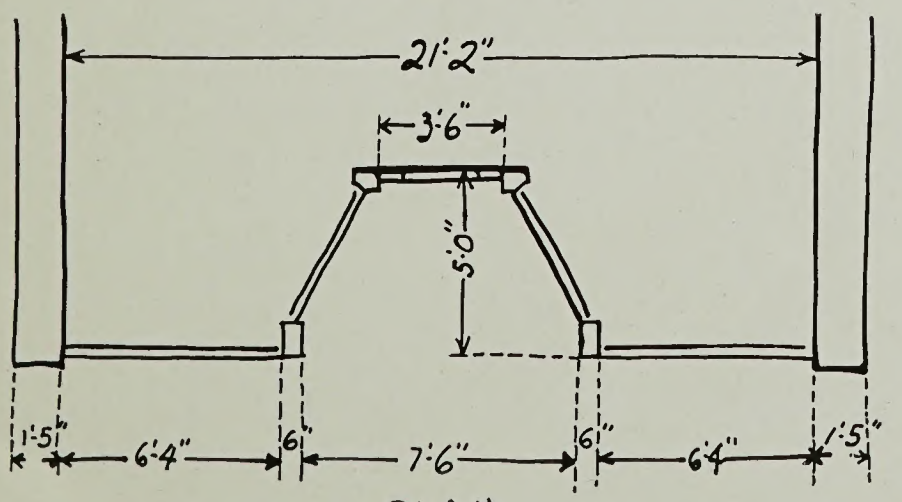
Mouldings are of substantial and artistic design.

Takes stock sizes of mill work.

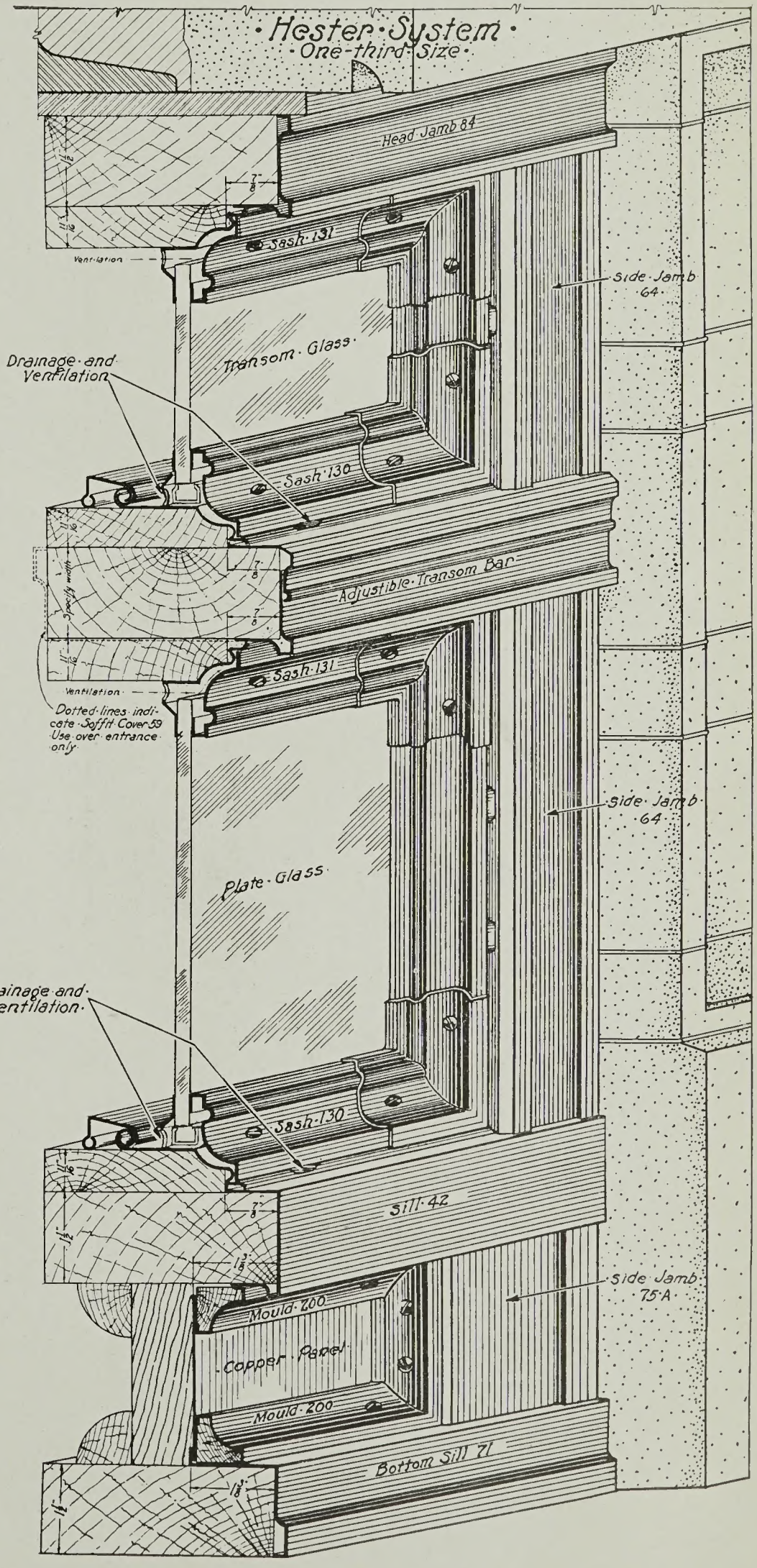
COSTS NO MORE than the ordinary light-weight sash.



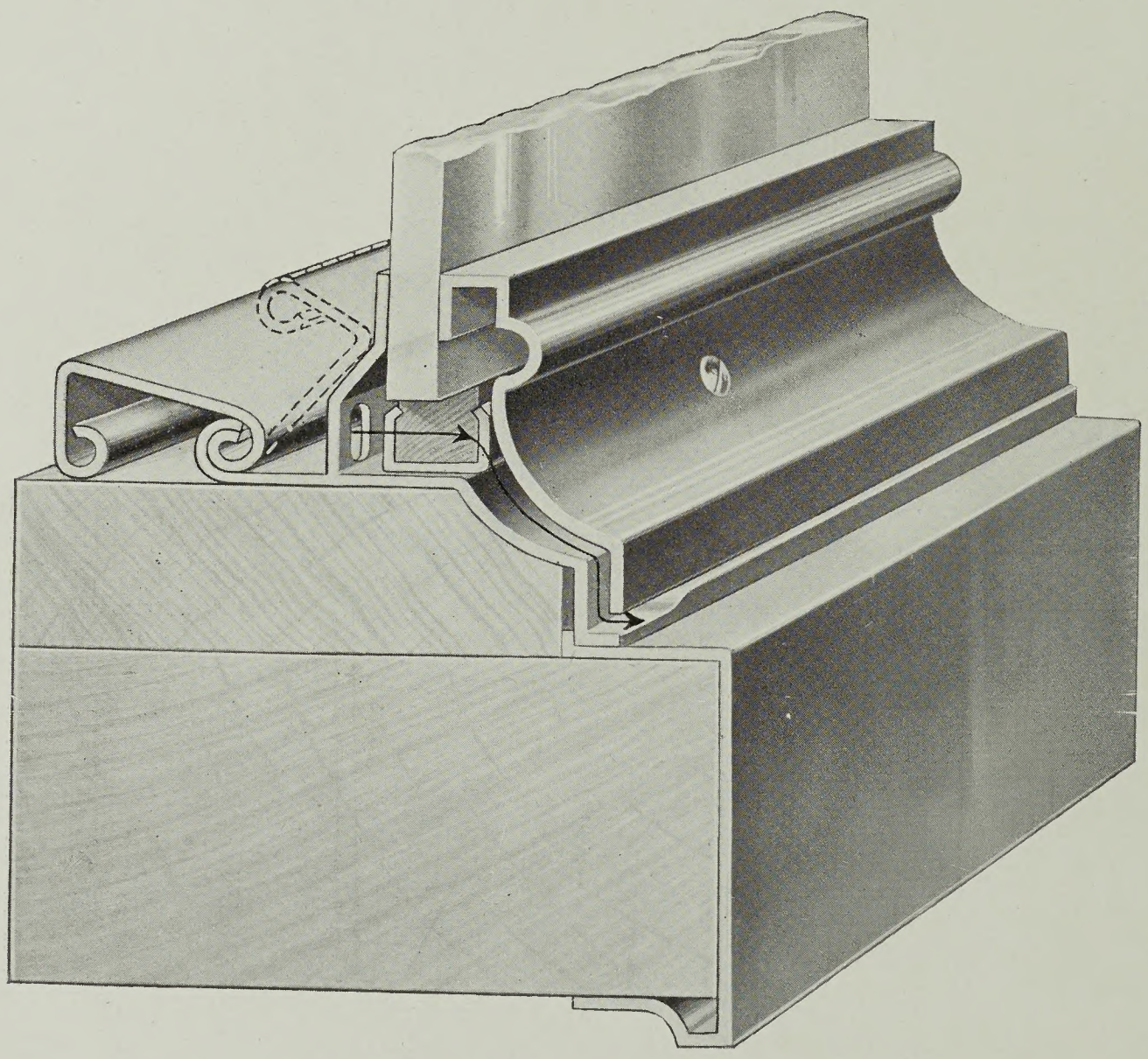
ELEVATION



PLAN

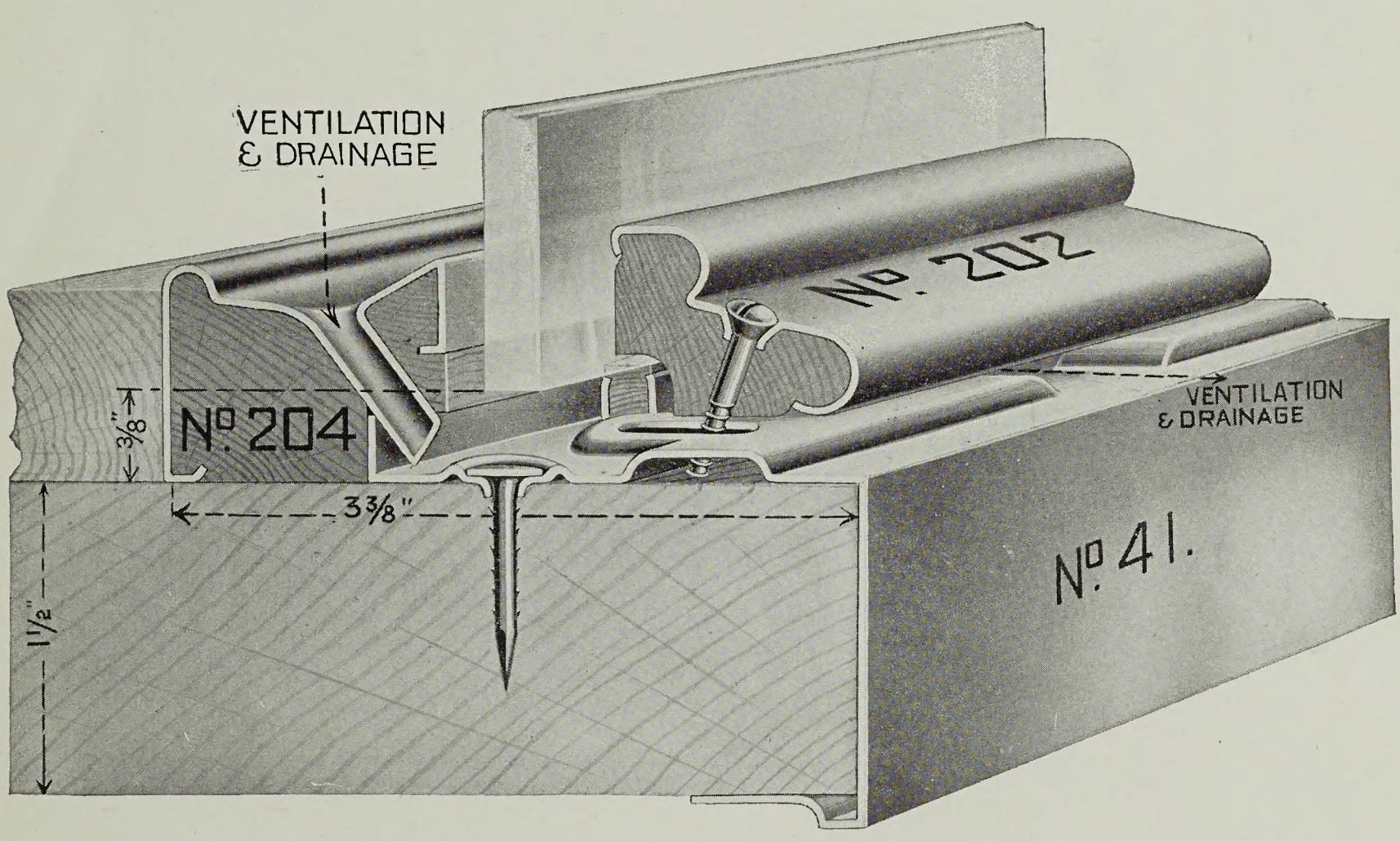


Brasco-Hester Sash



The last word in high-class all-metal or hollow type construction. Installed in thousands of jobs and never fails to perform its function—safety for glass—the best ventilation and drainage and a dust regulator that does its duty always. Has handsome architectural lines. Send for or have your architect or contractor write us for full sized details free.

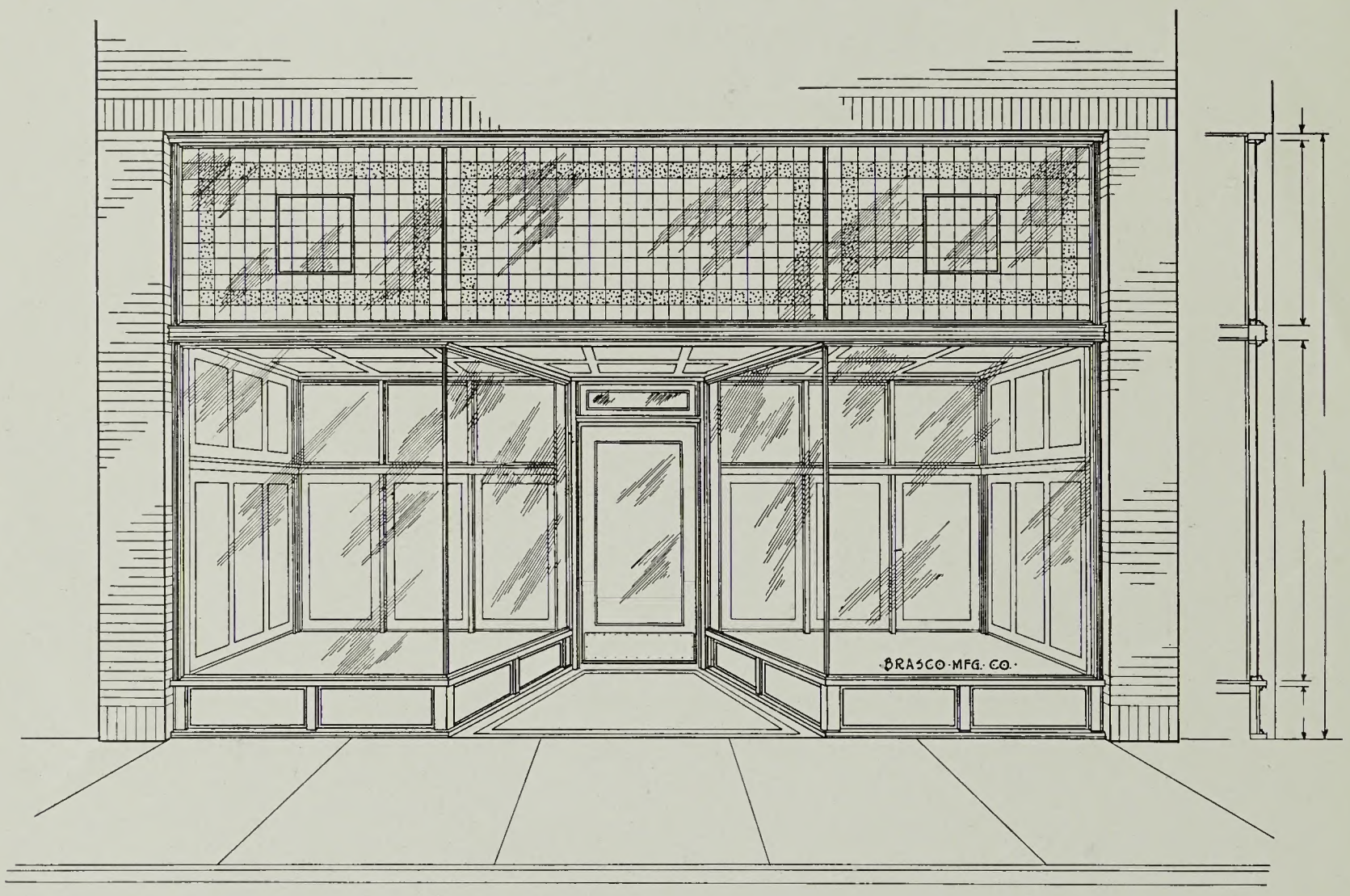
Brasco Sash



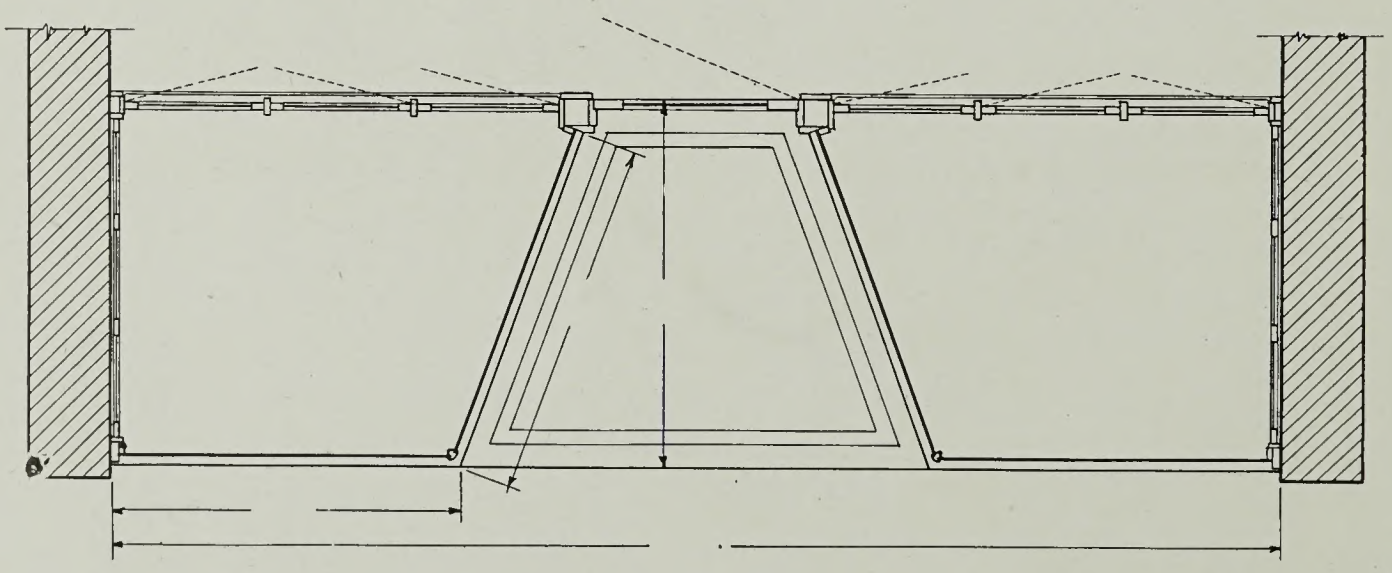
BRASCO is world renowned. It will perform everything required of a good store front construction. Easiest to install; any carpenter can do it. Pleasing architectural lines; cheaper in price than any other good construction. Has many imitators, which is one of the proofs of its superiority. Copper used only where copper is necessary—no useless waste. The wood core is completely covered by pure lake copper and is treated by our patented creosote process. It is absolutely impervious to the elements and will last as long as the building. Superior drainage and ventilation features and has the widest gutter on the market. Due to its scientific construction and wood core it is the safest store front construction on the market.

Full sized details free on application.

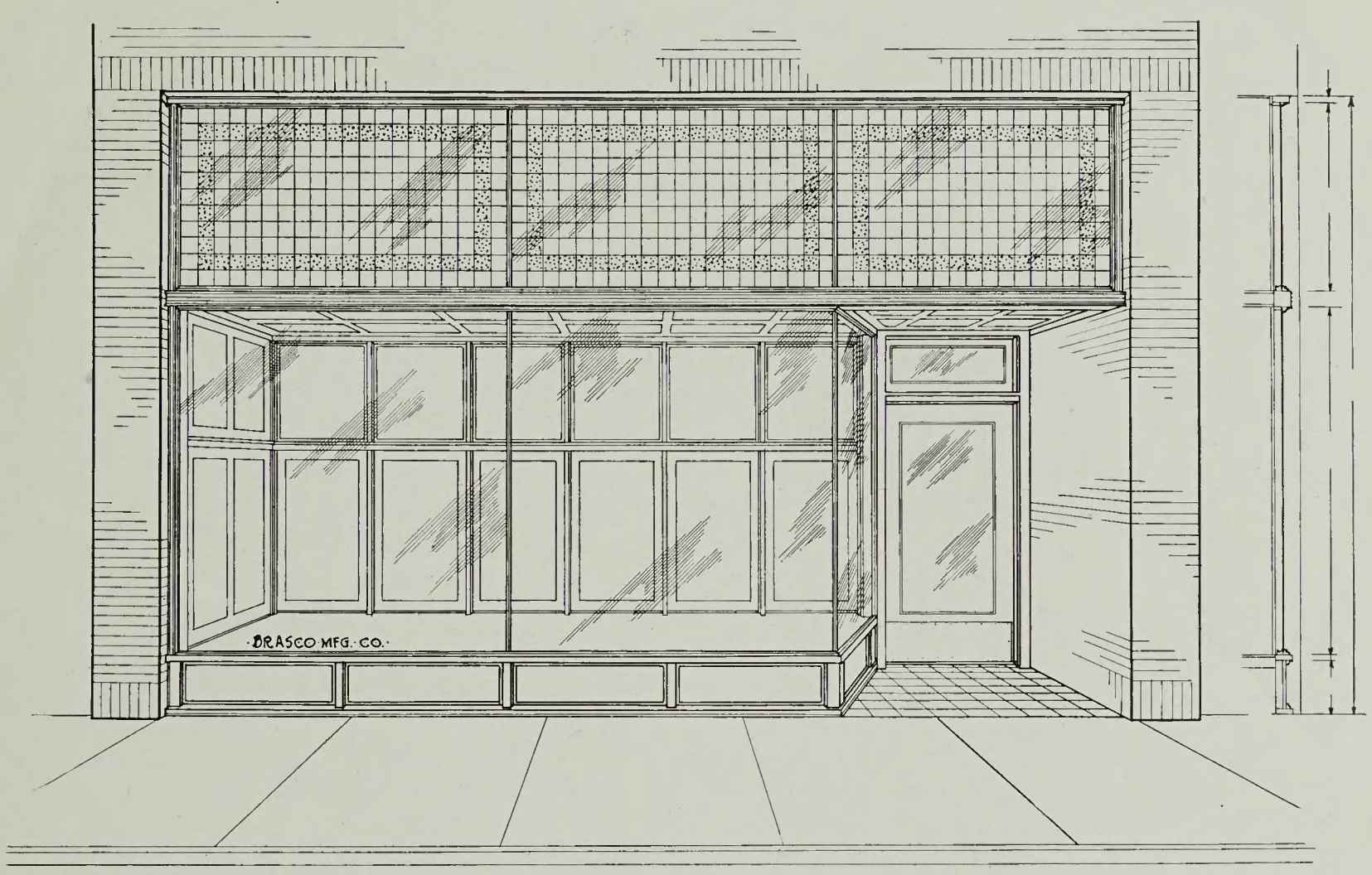
Front No. 1



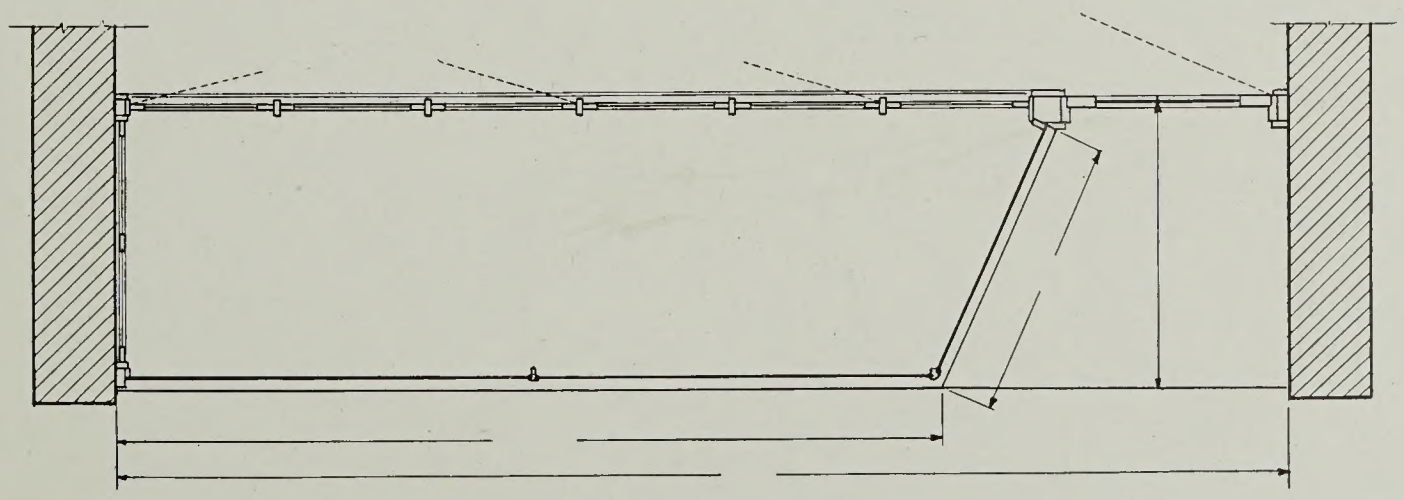
The simplest, most inexpensive front possible to install, consistent with attractive appearance. Best adapted for stores not wider than 22 feet.



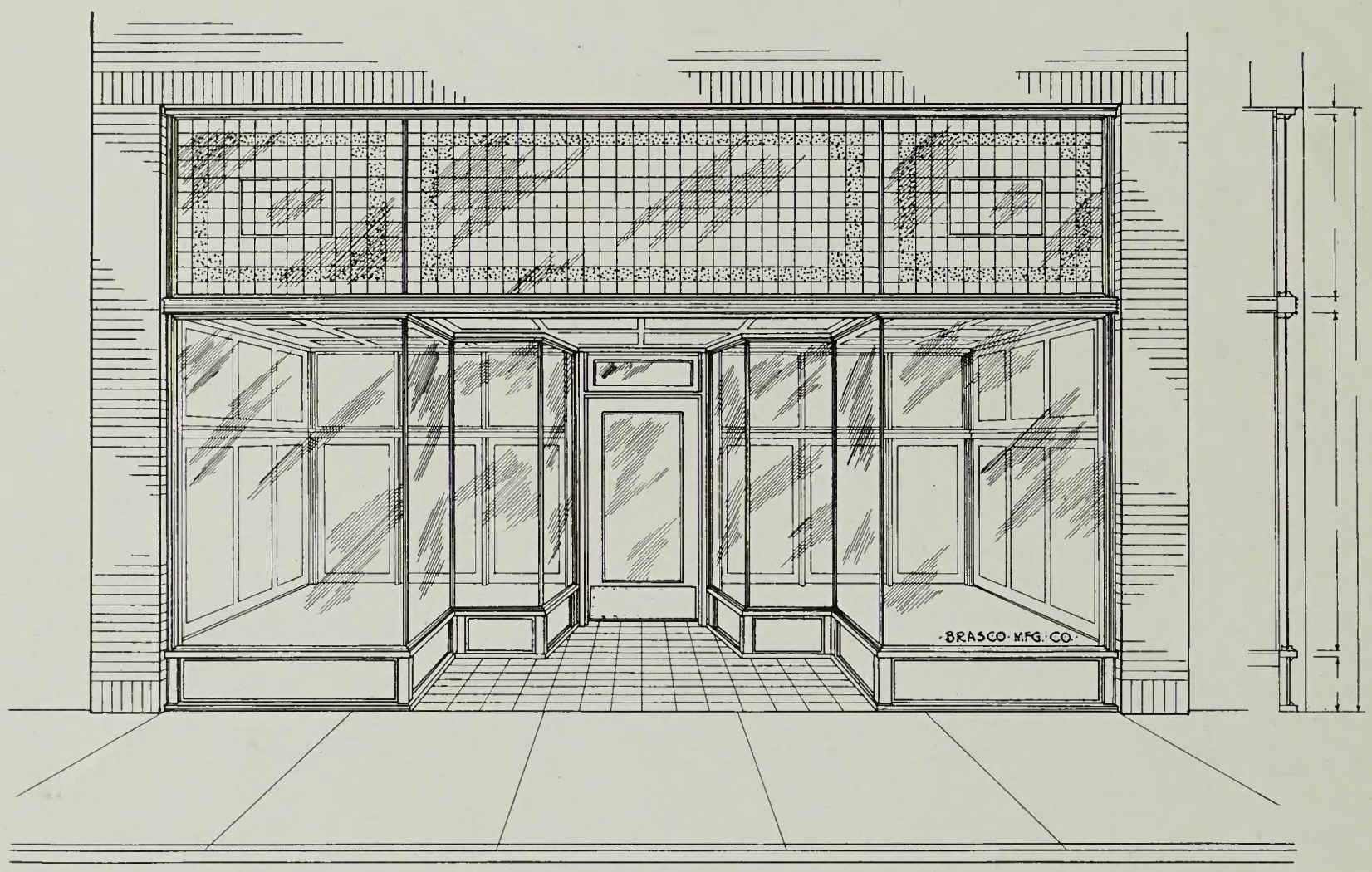
Front No. 2



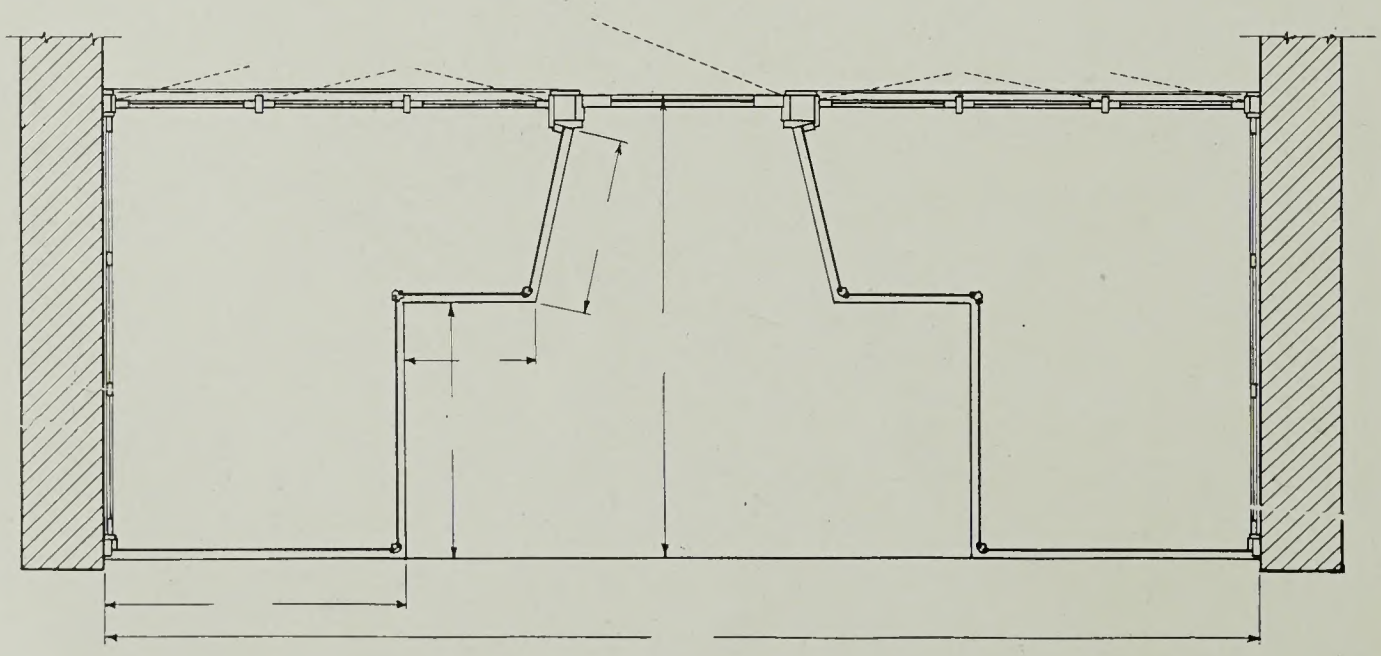
This type permits a better group display than does Front No. 1. For stores not exceeding 22 feet in width. Side entrances are often necessary.



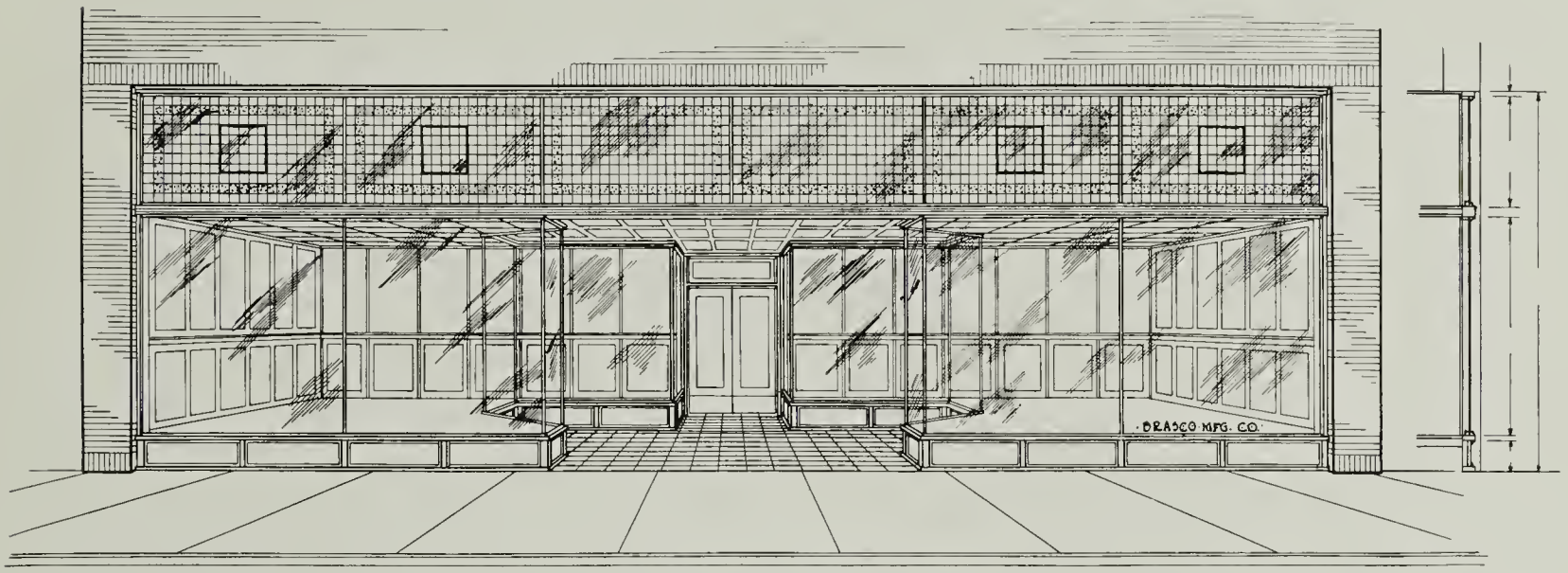
Front No. 3



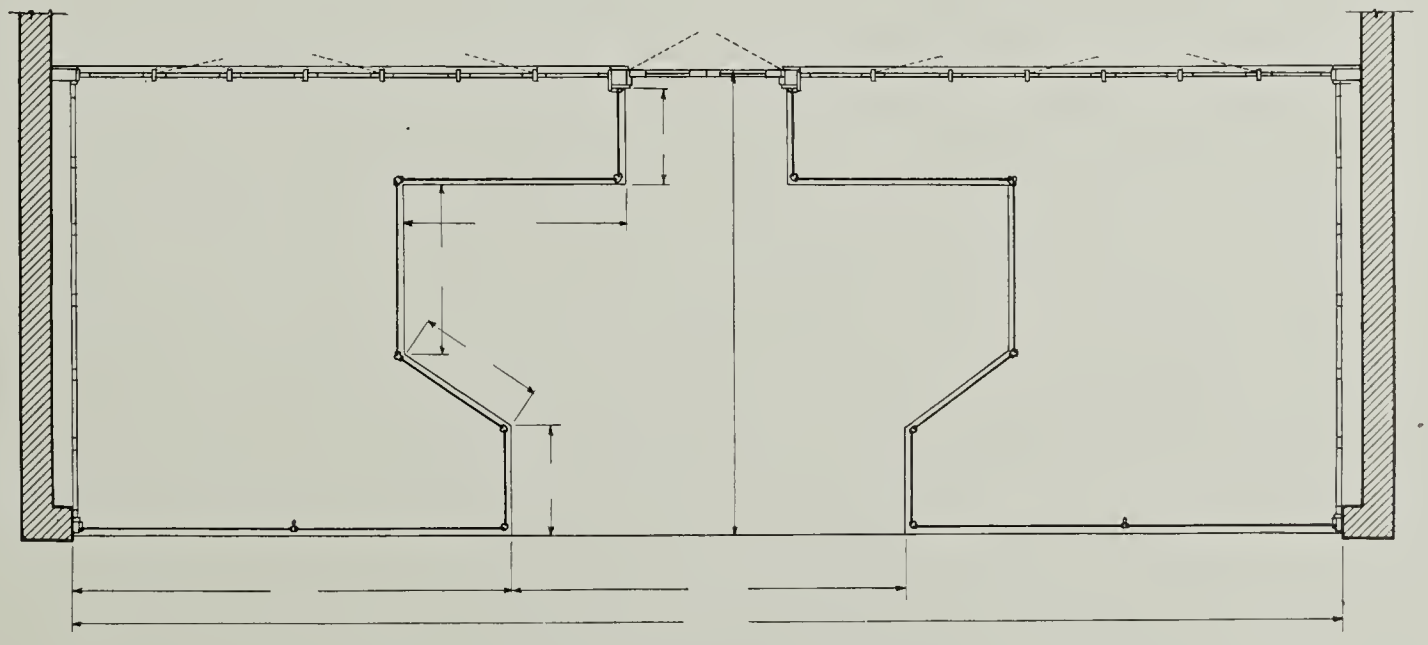
Well adapted for several different displays, such as ladies' wearing apparel, dry goods, men's wear, shoes, etc. Utilizes shallow depth of front to good advantage and used mainly for fronts not wider than 30 feet.



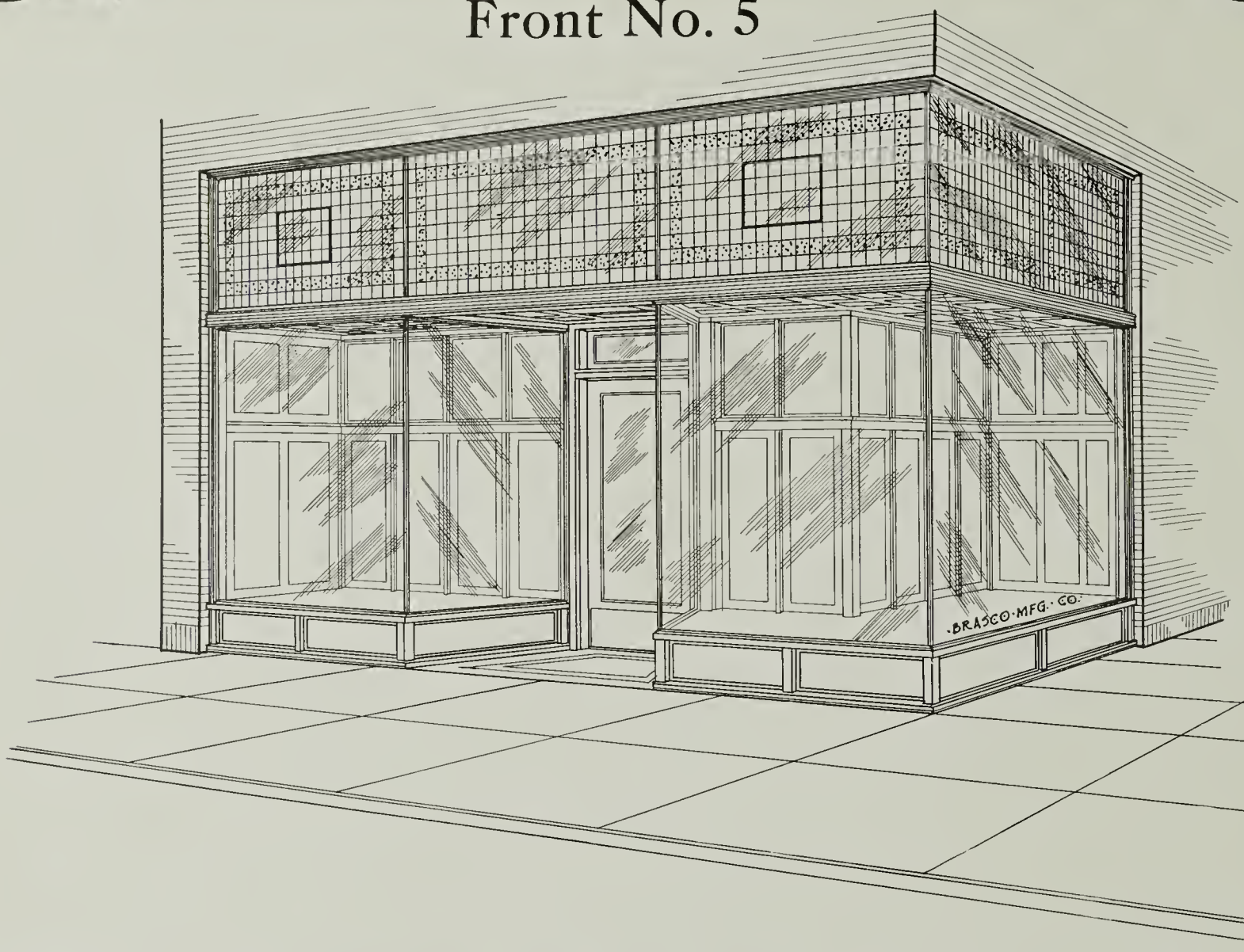
Front No. 4



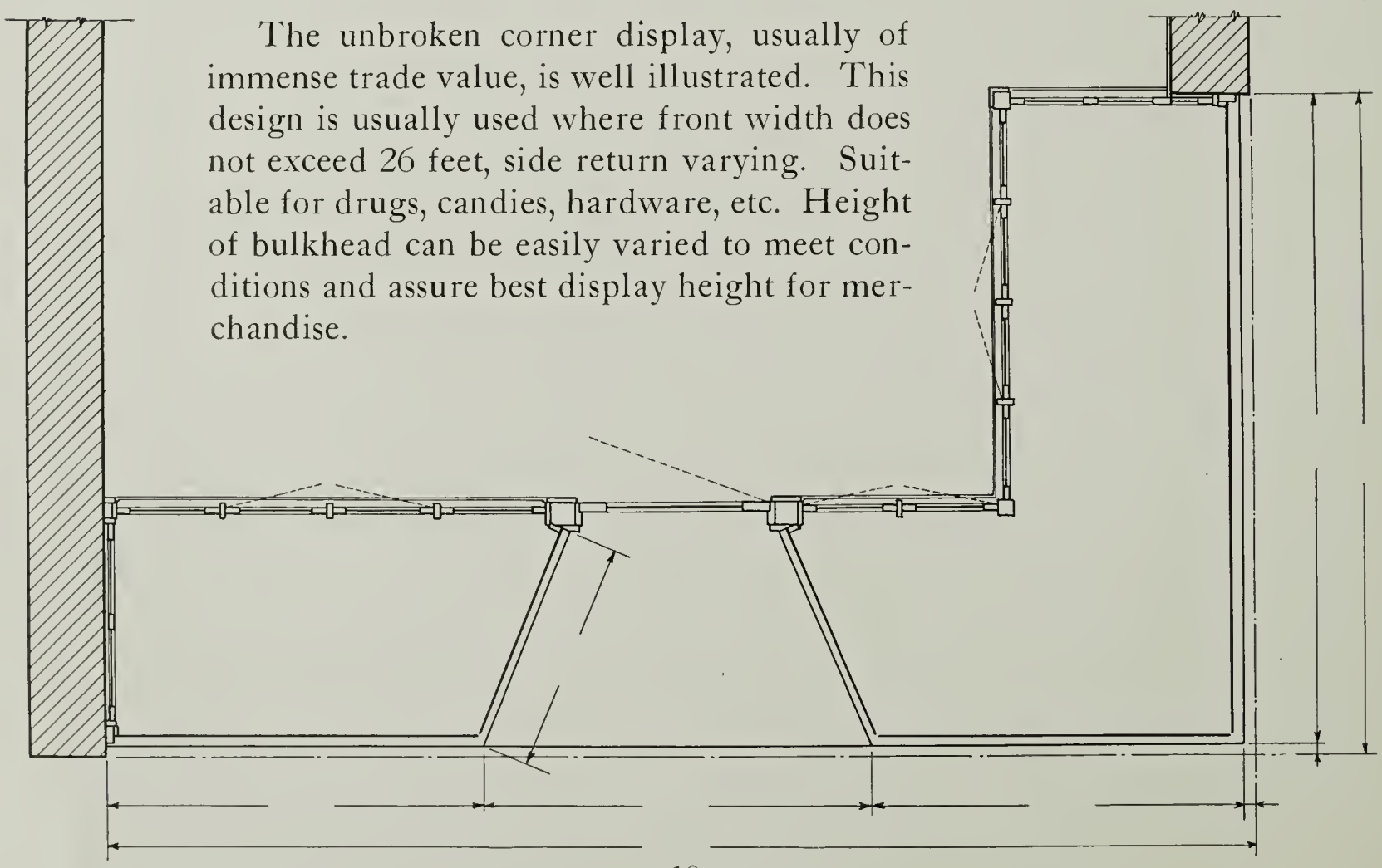
Semi-arcade design, very well adapted for the display of general or large merchandise, furniture, pianos and a large number of other displays. This type is imposing and has strong trade-pulling power. Possibilities of variation are unlimited.



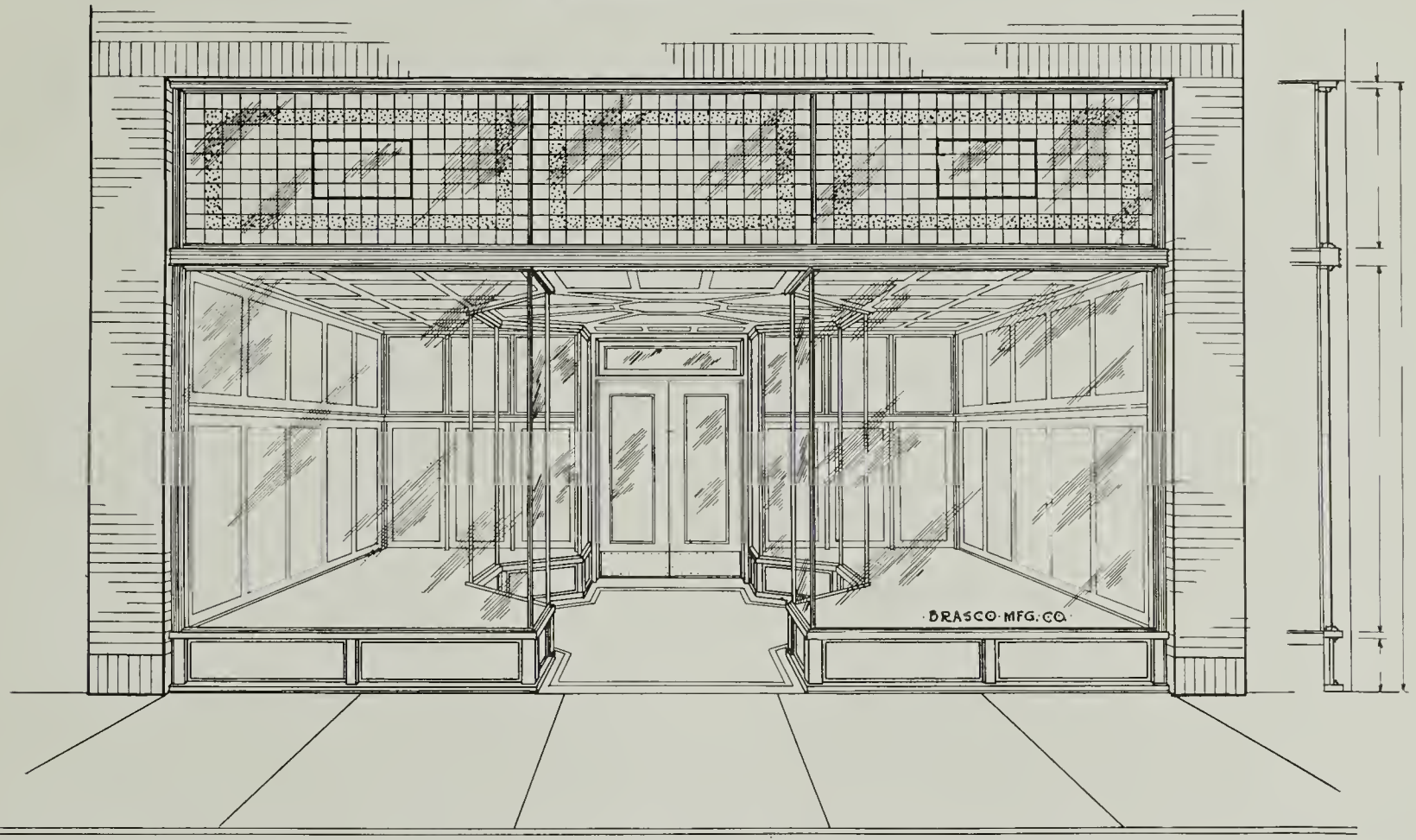
Front No. 5



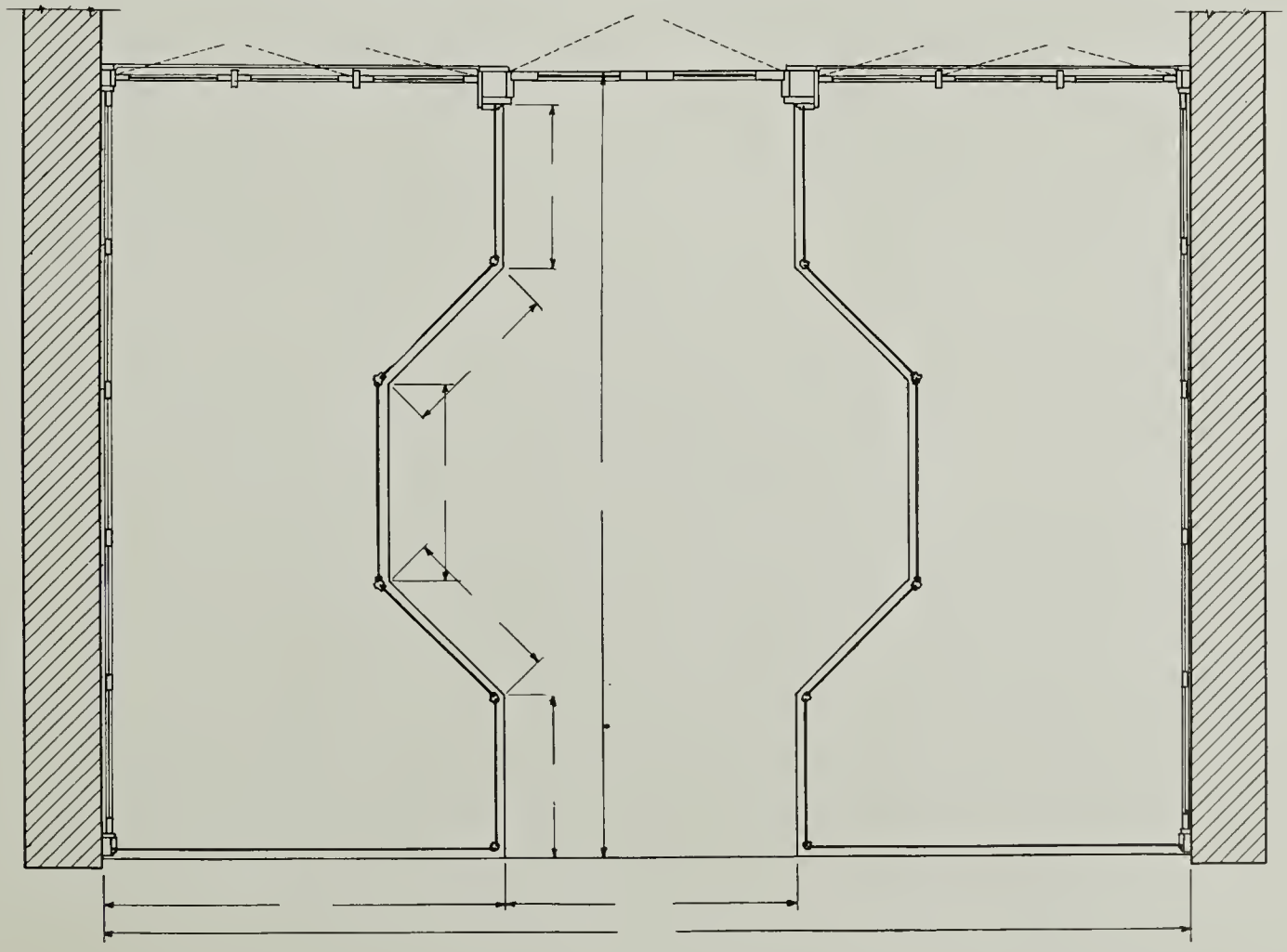
The unbroken corner display, usually of immense trade value, is well illustrated. This design is usually used where front width does not exceed 26 feet, side return varying. Suitable for drugs, candies, hardware, etc. Height of bulkhead can be easily varied to meet conditions and assure best display height for merchandise.



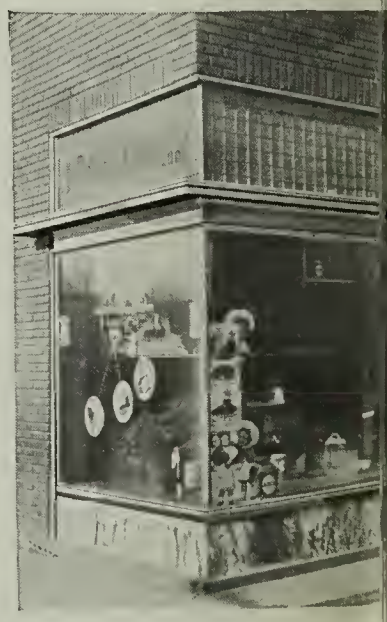
Front No. 6



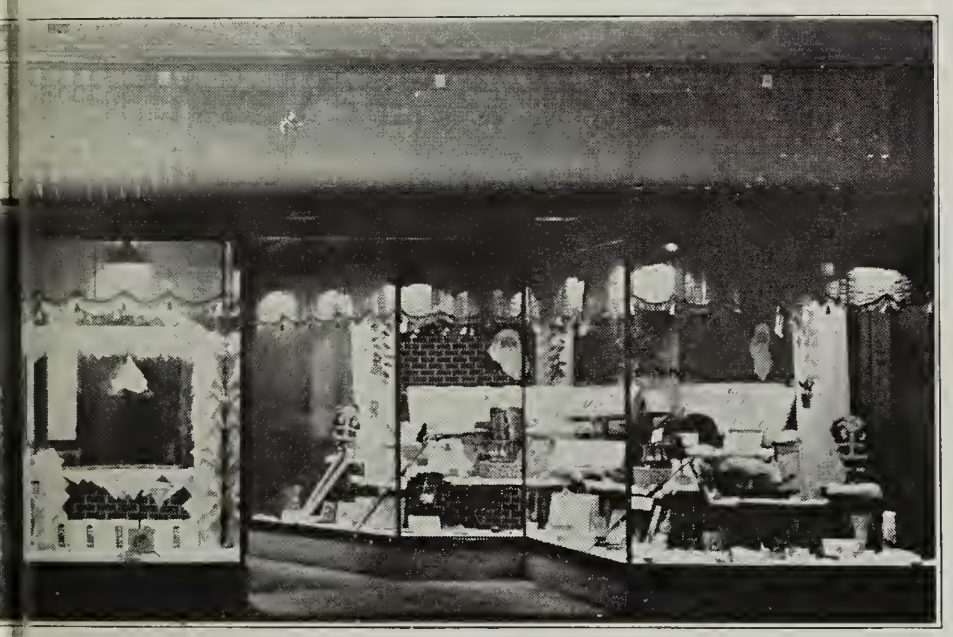
An excellent treatment of a narrow but fairly deep front, giving maximum display space, and pulling the prospect into the entrance. Widely used for cloak, suit and clothing stores.



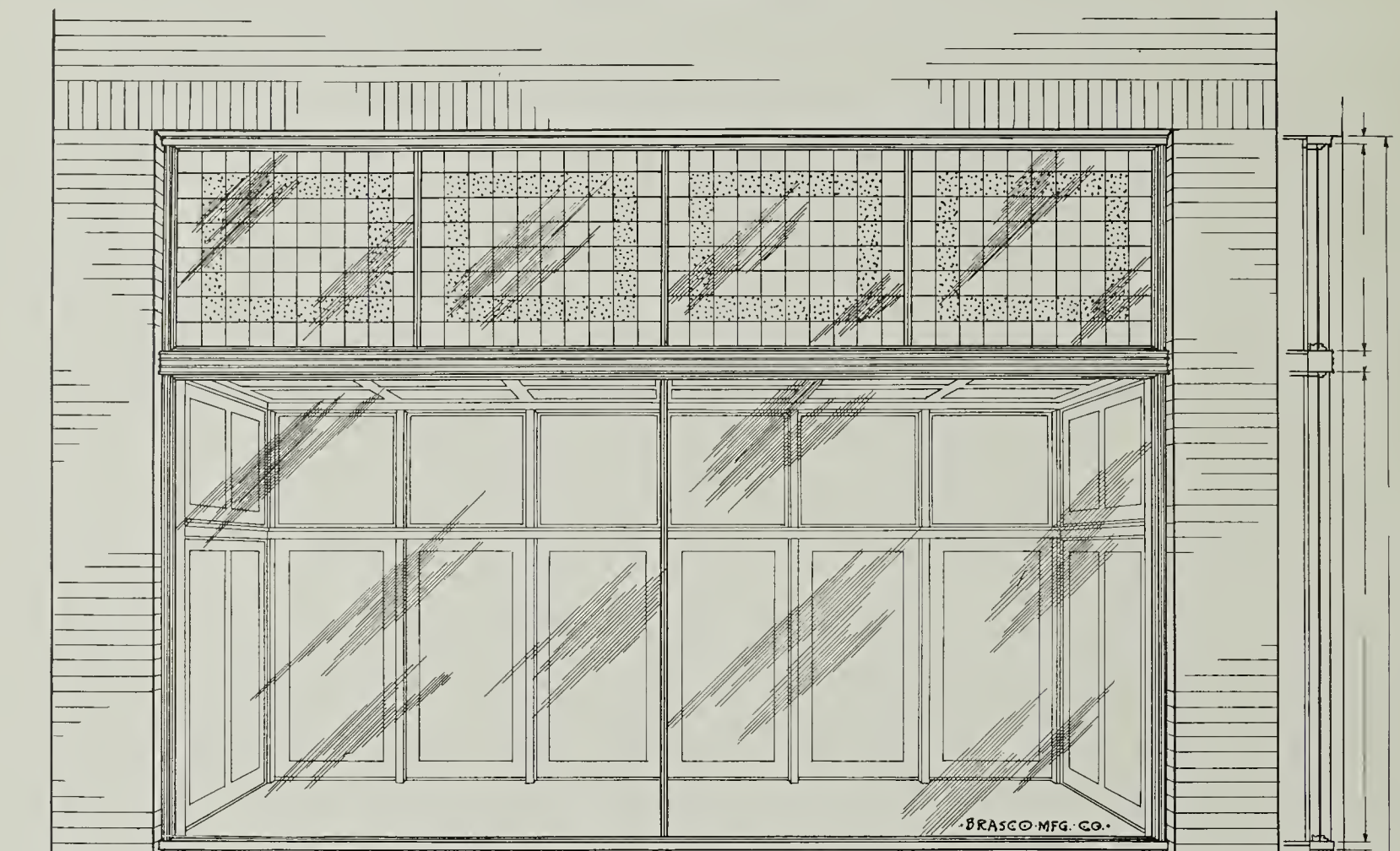
Various Types of Brasco



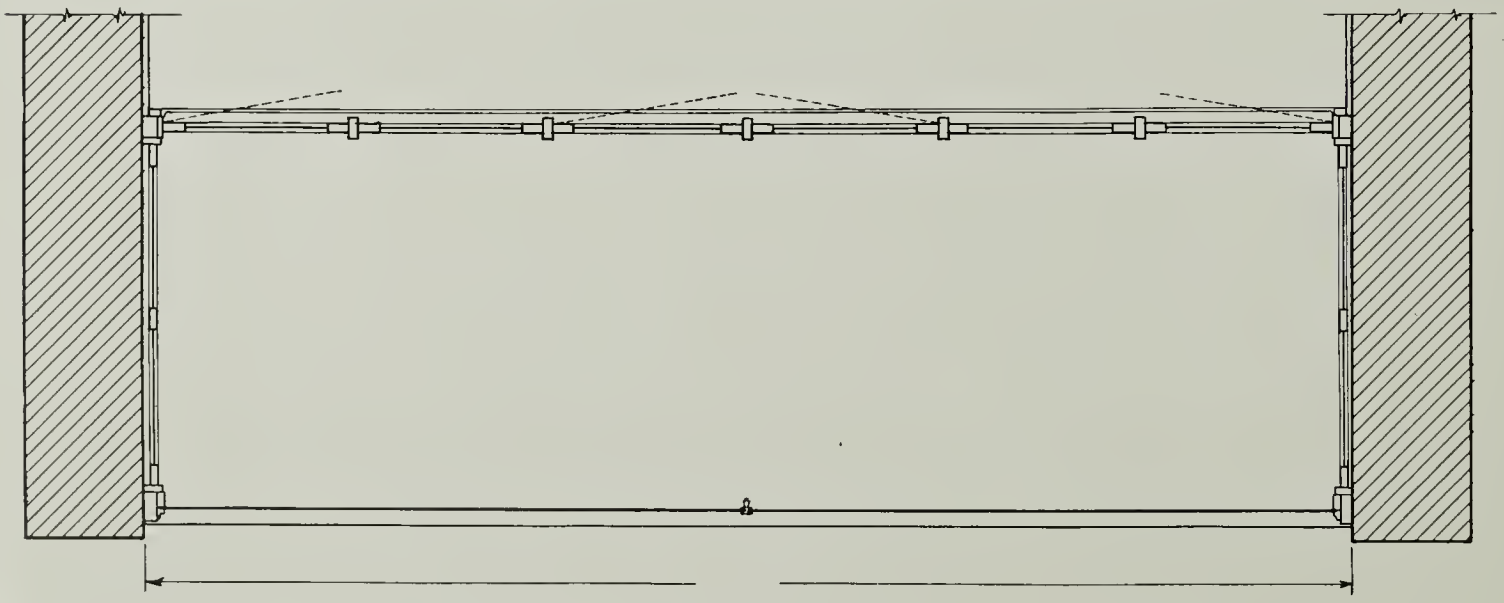
nd Brasco-Hester Fronts



Front No. 7



Side display window of store, carrying out design of front, and very effective.



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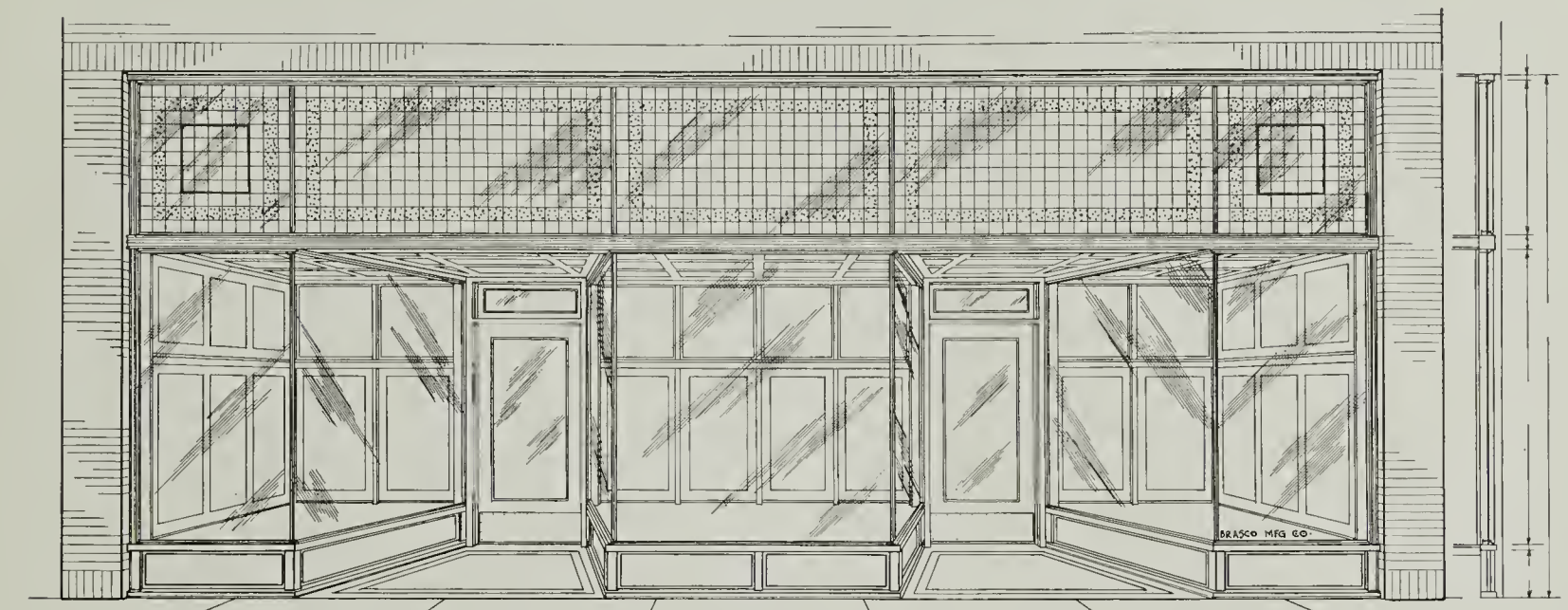
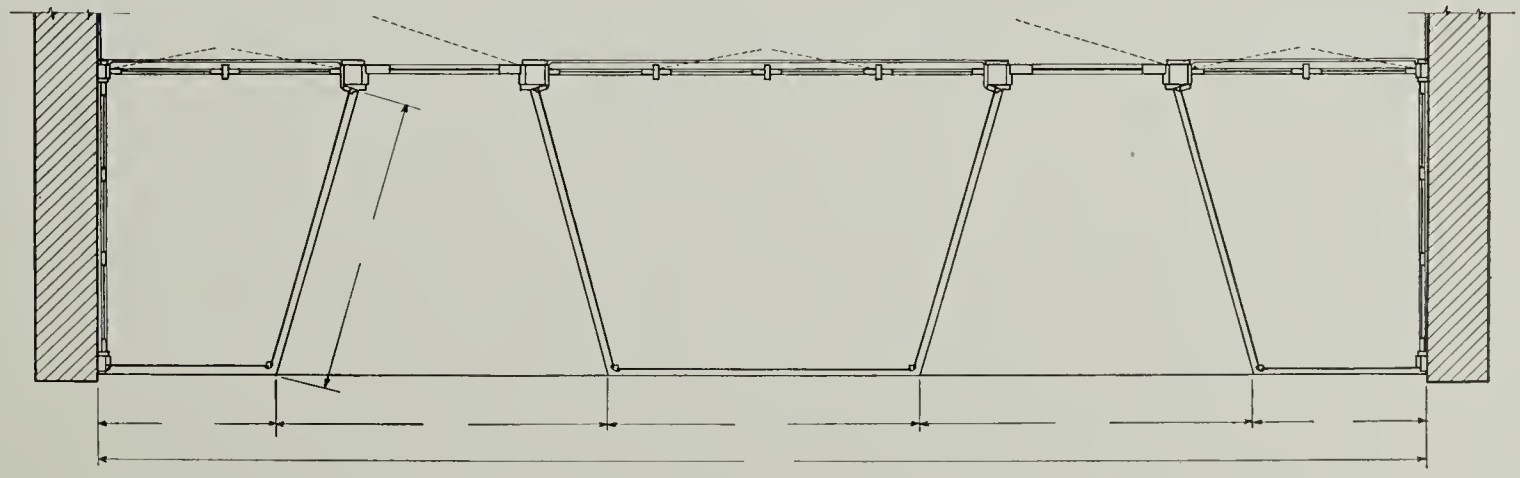
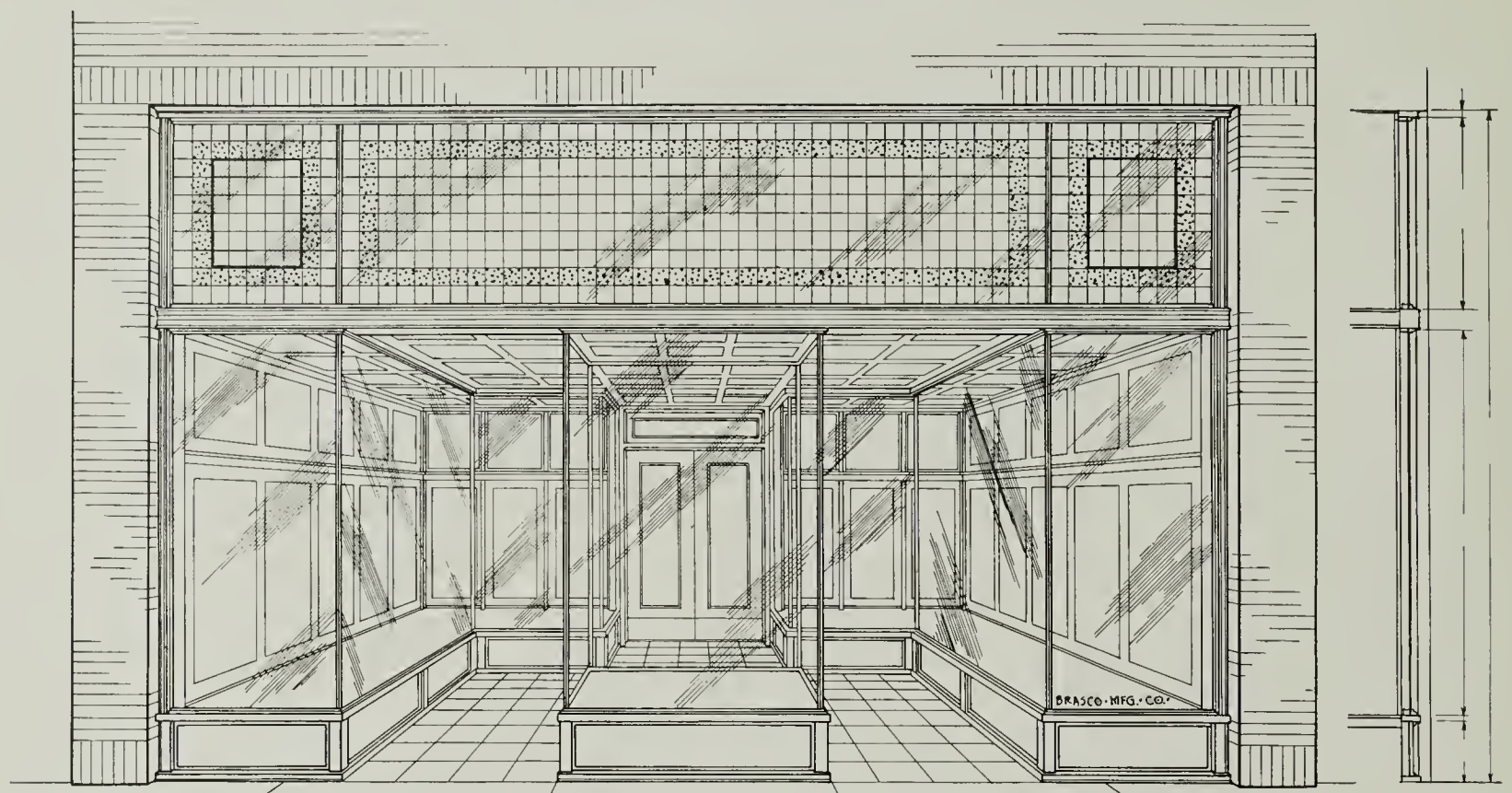
Front No. 8



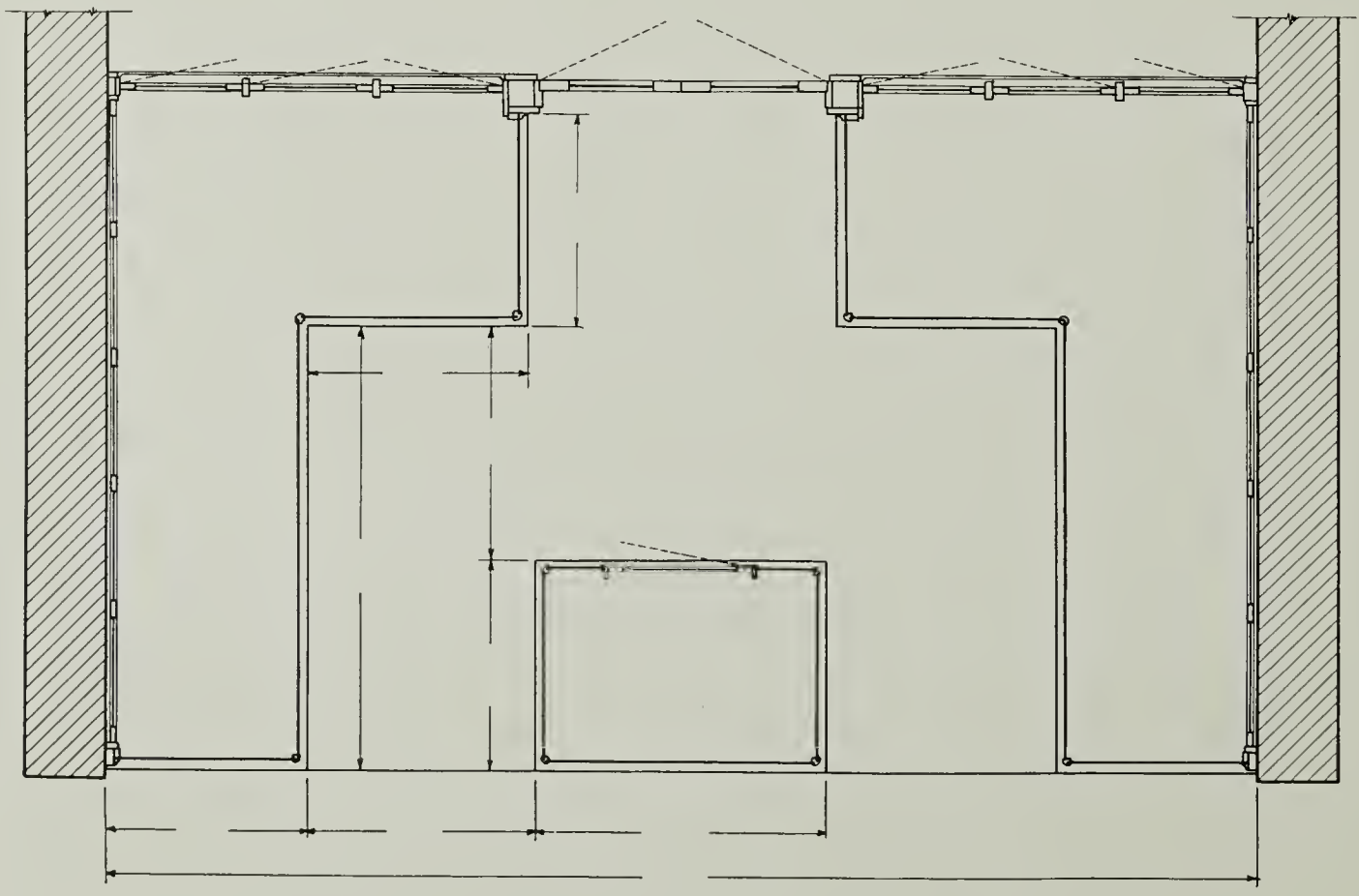
Simple double entrance type, for fairly wide store, or for two merchants. Each type of merchandise has separate display. The center display case is often designed to be more shallow than the two side windows, giving appearance of greater width.



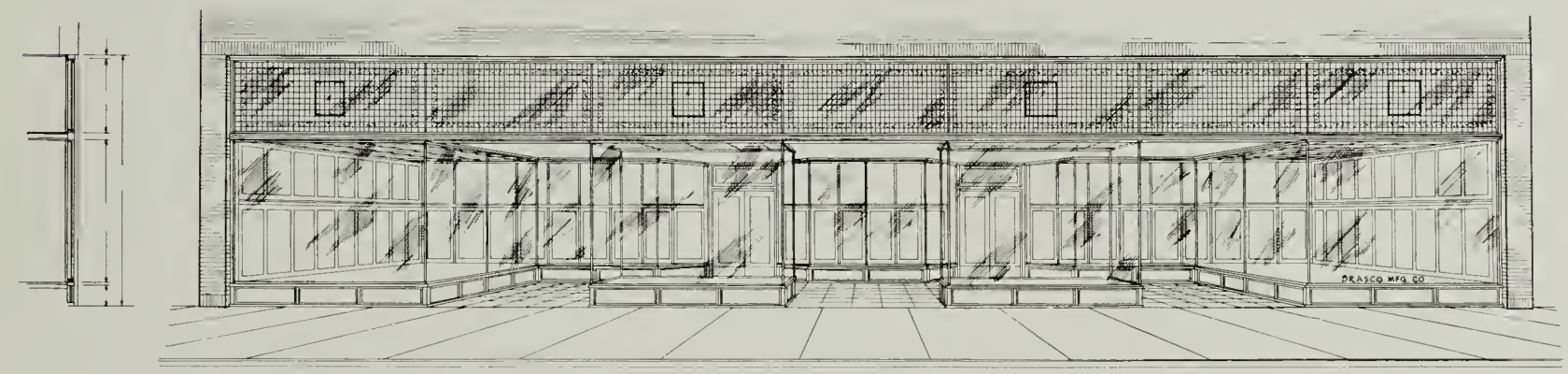
Front No. 9



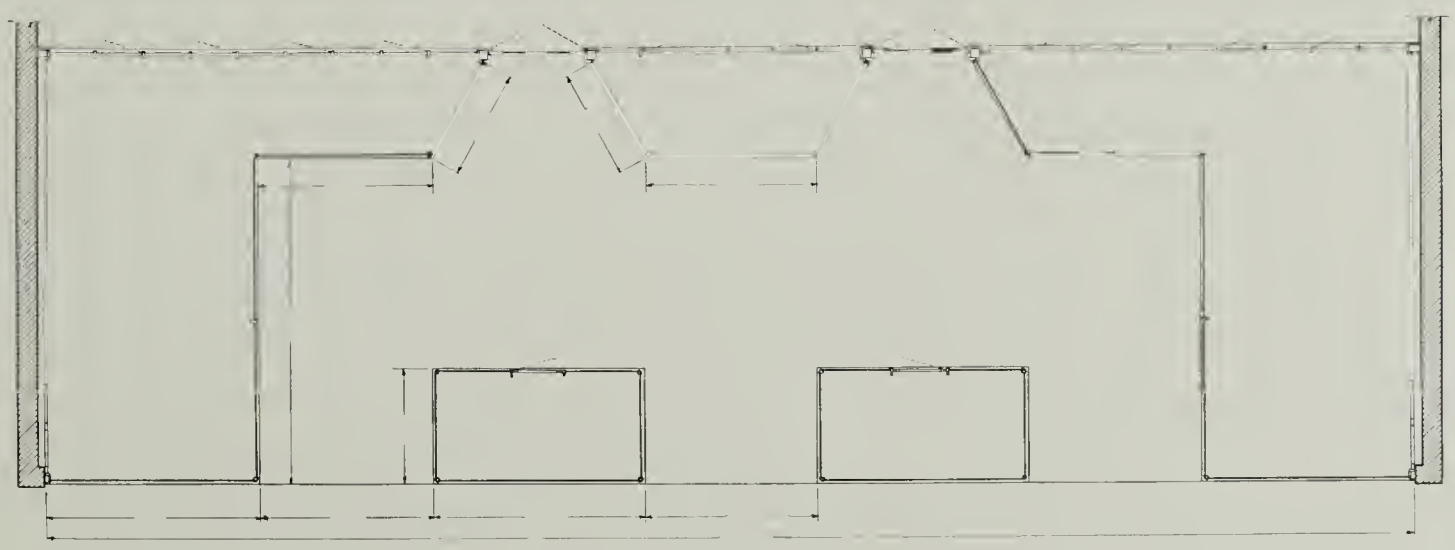
A very popular type, embodying center "island" show case and compelling the shopper to come into the entrance. Merchandise displayed in a front of this design is half sold. Especially well adapted for women's wear and clothing, reserving the center case for millinery, shoes, etc.



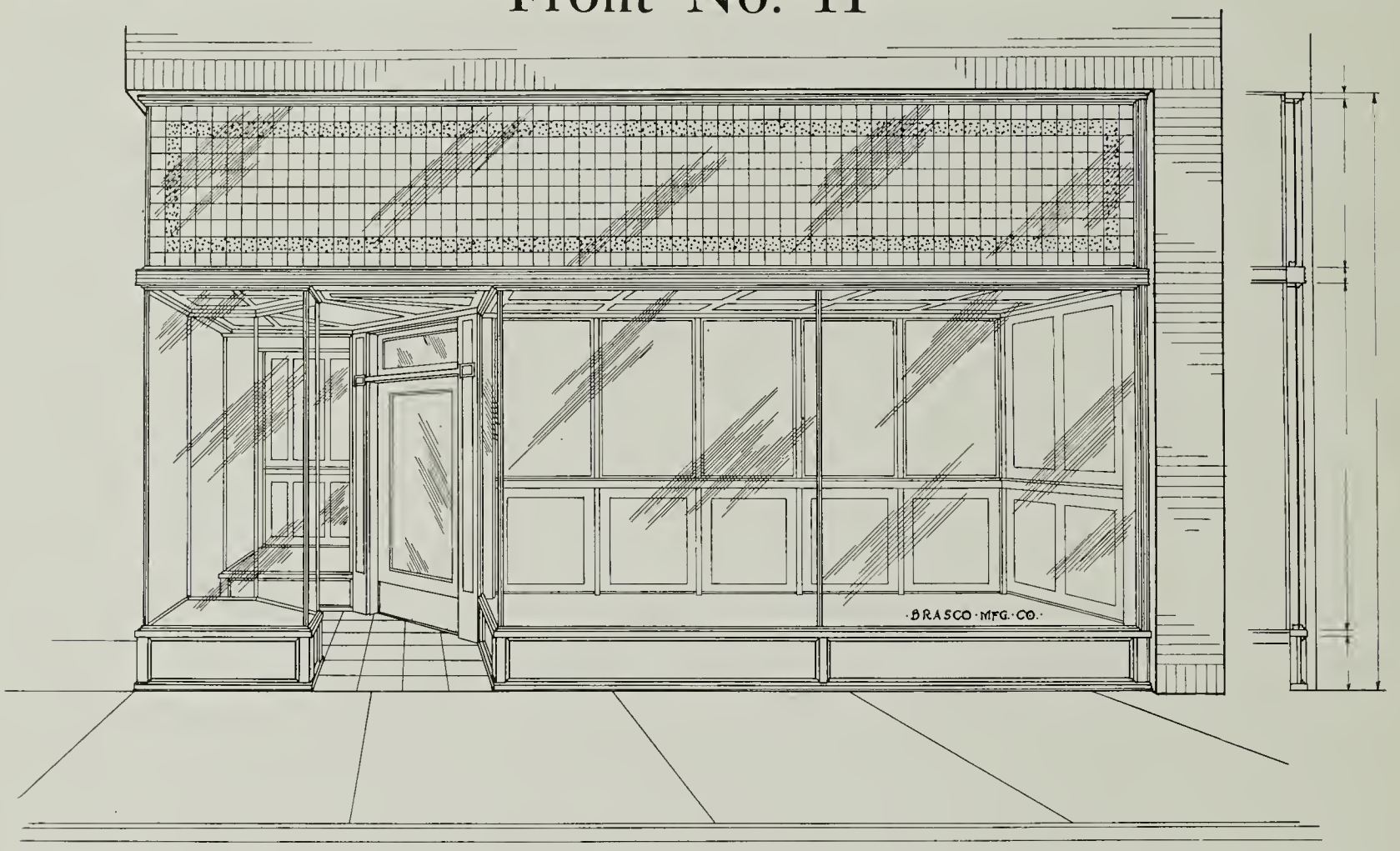
Front No. 10



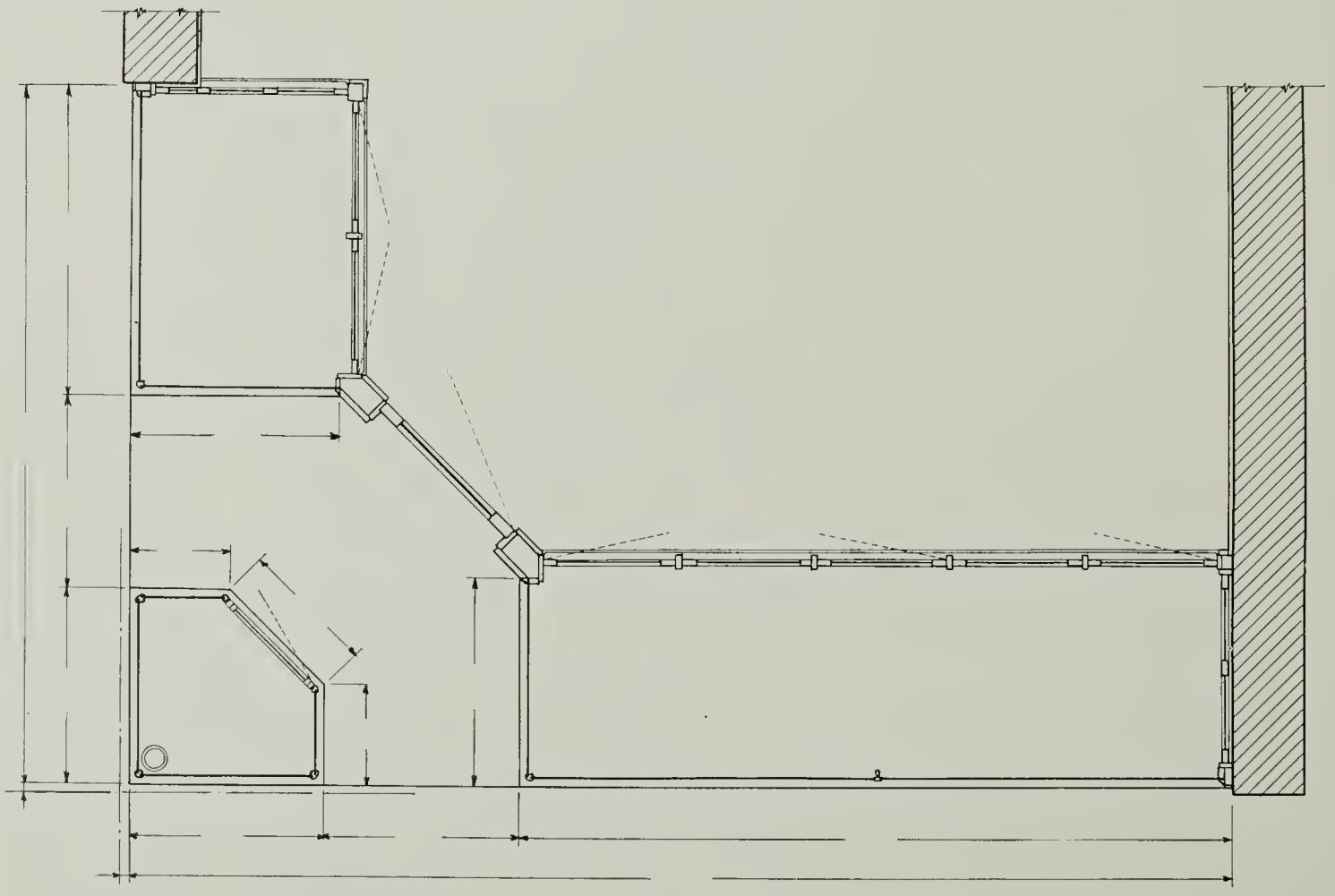
A large arcade front of this design provides ample space for every department. Just as attractive and interest-compelling at night as by day. One large center case is often used, instead of the two smaller ones shown. Imposing and capable of many variations in design. No type of front has more trade-pulling power than this one.



Front No. 11

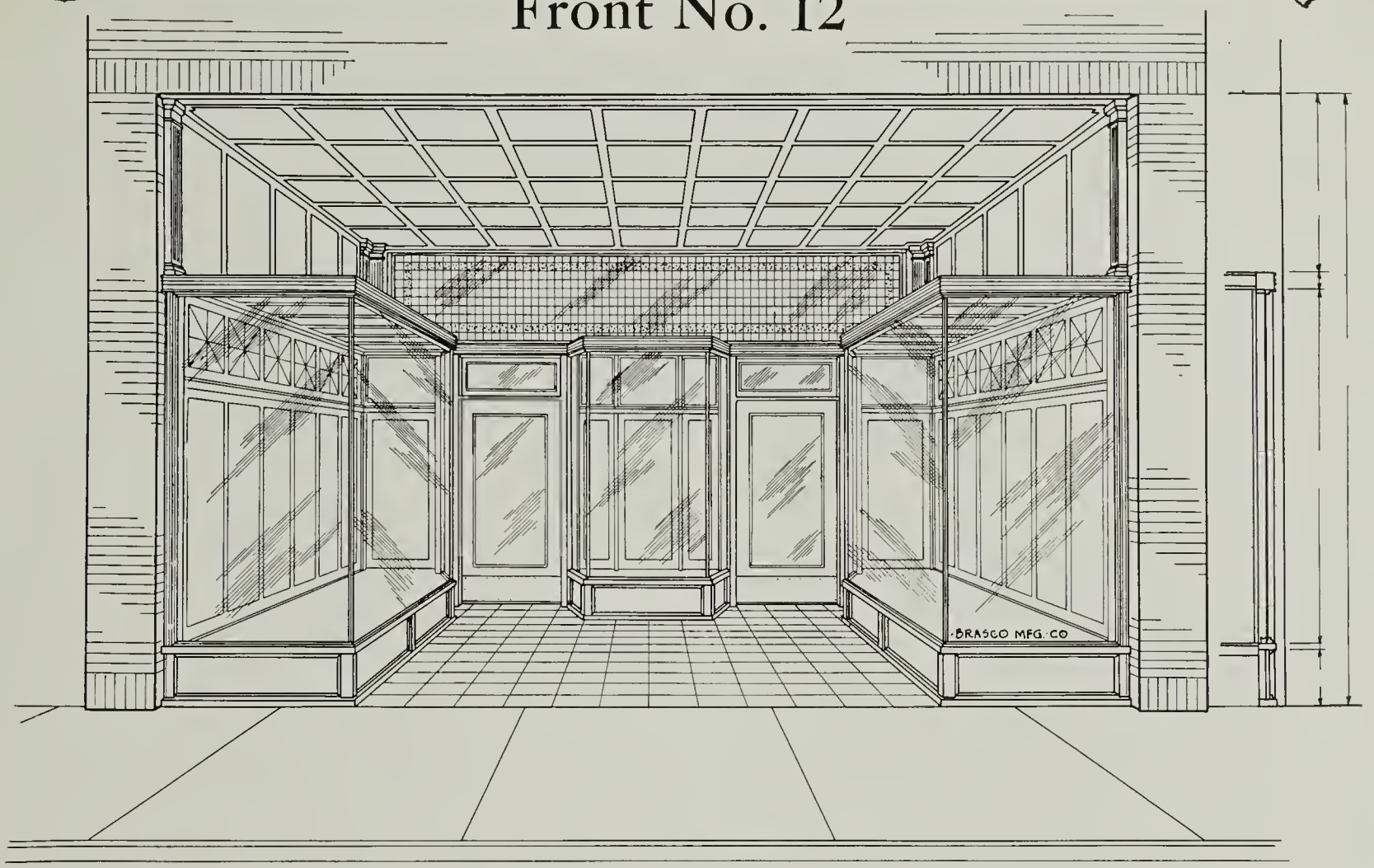


This treatment of the corner store has the advantage of having both door and display space on the corner—always very valuable space. Suitable for many lines, notably drugs, music shops, clothing, etc.

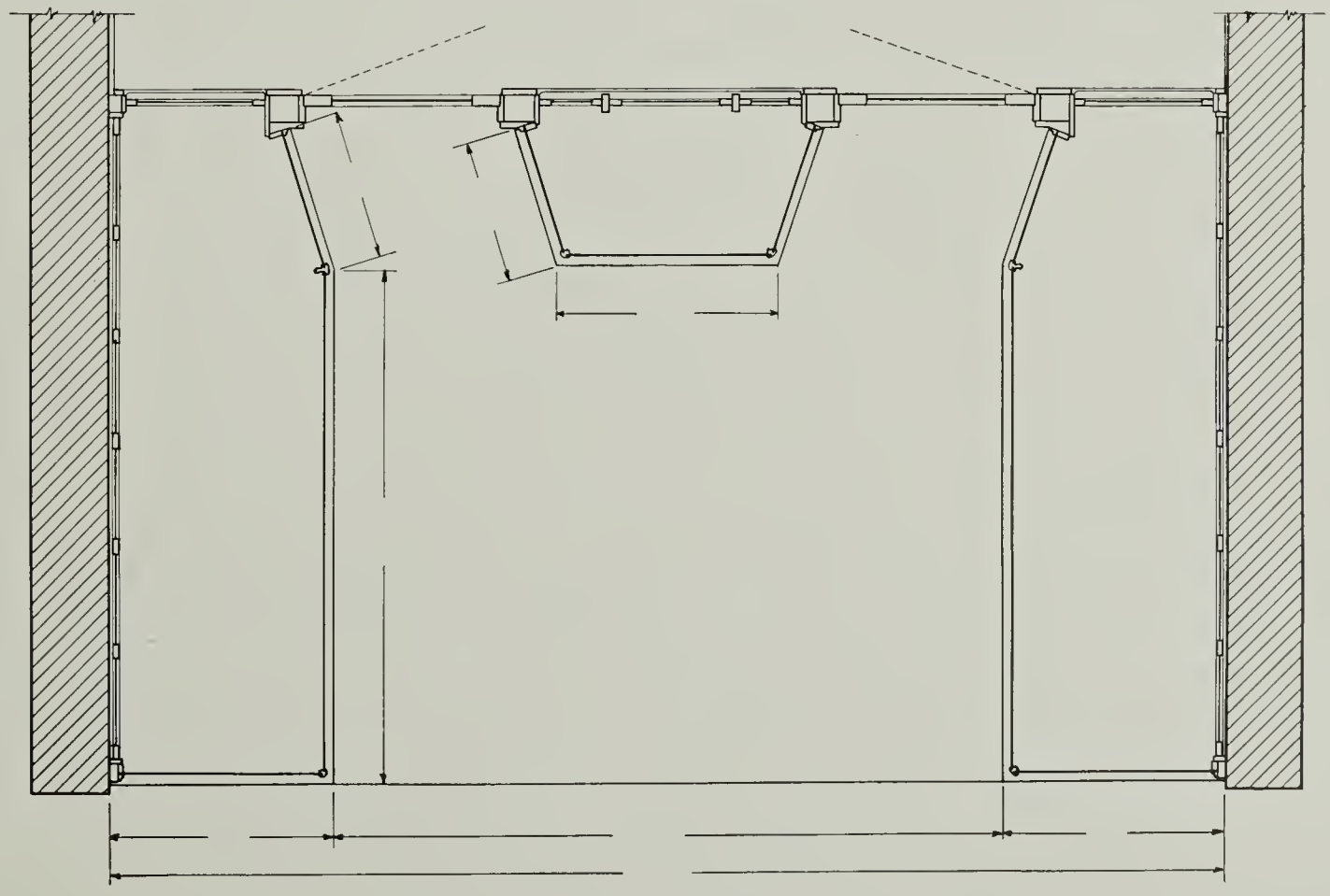


CHICAGO · ILLINOIS

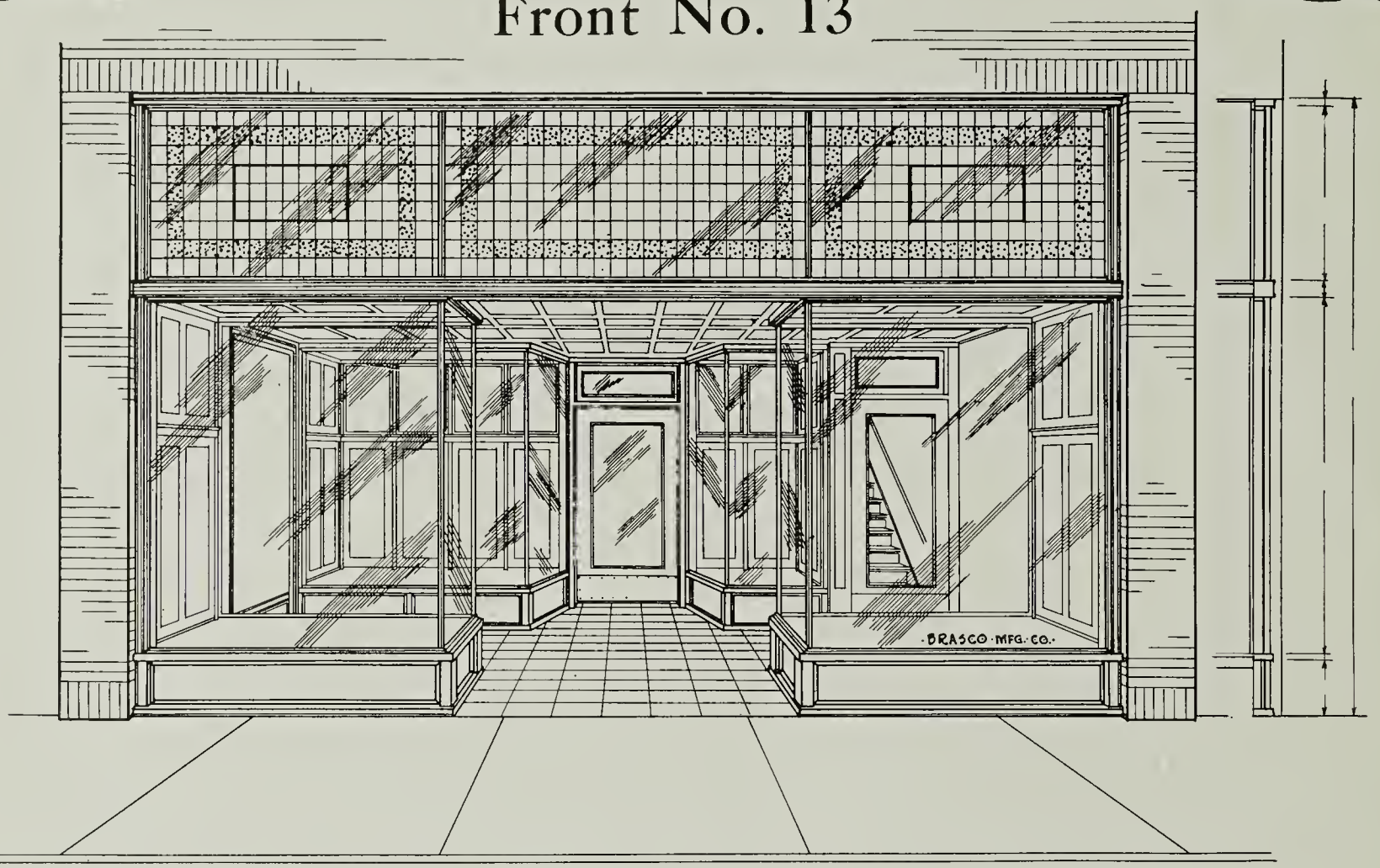
Front No. 12



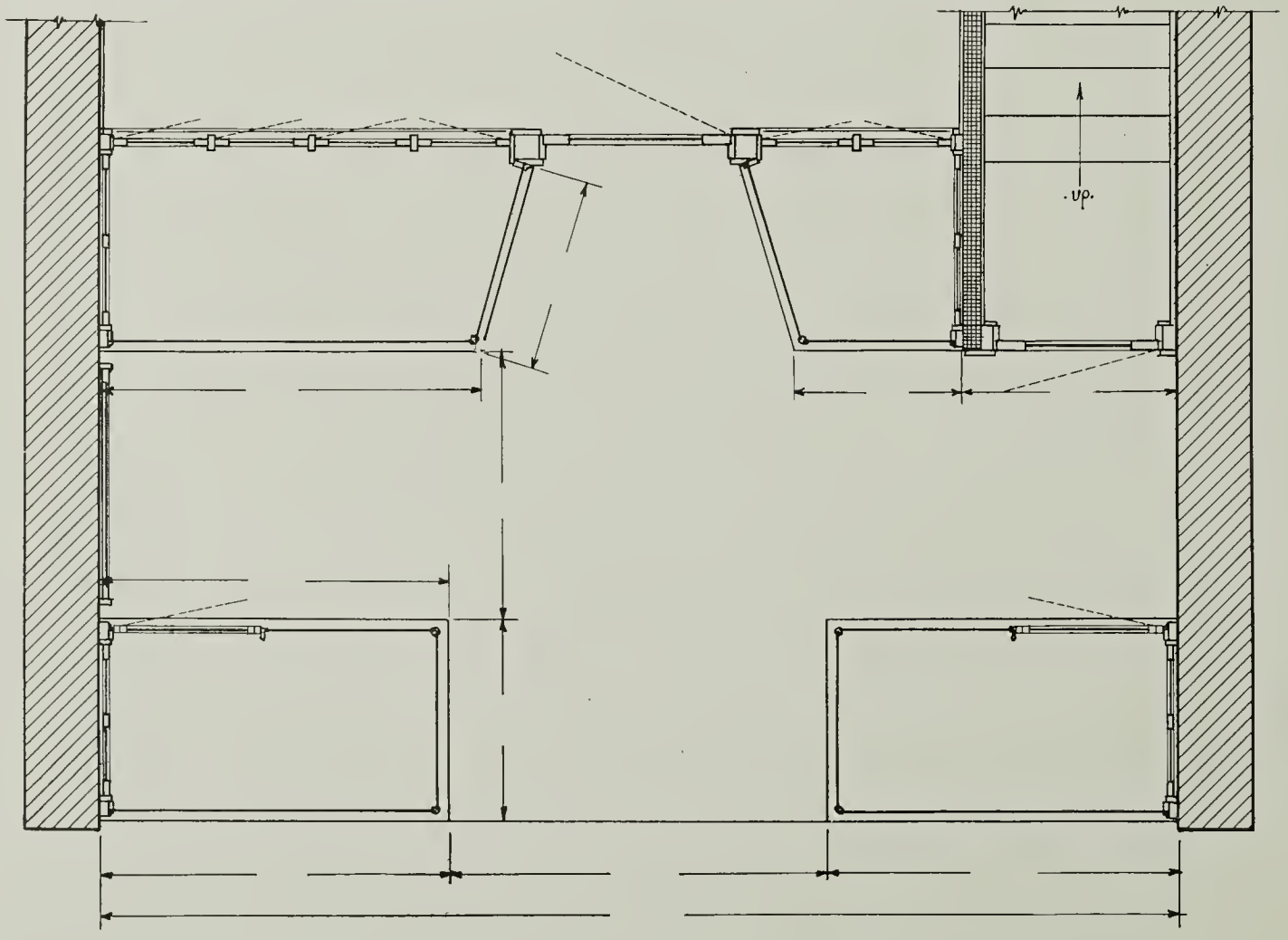
One of the most modern types, utilizing the beauty of the arcade to full advantage. A front designed like this is best adapted for a store not wider than 30 feet. It testifies to the up-to-the-minute policies and merchandise of the merchant. See page 24 for same front with metropolitan arch.



Front No. 13

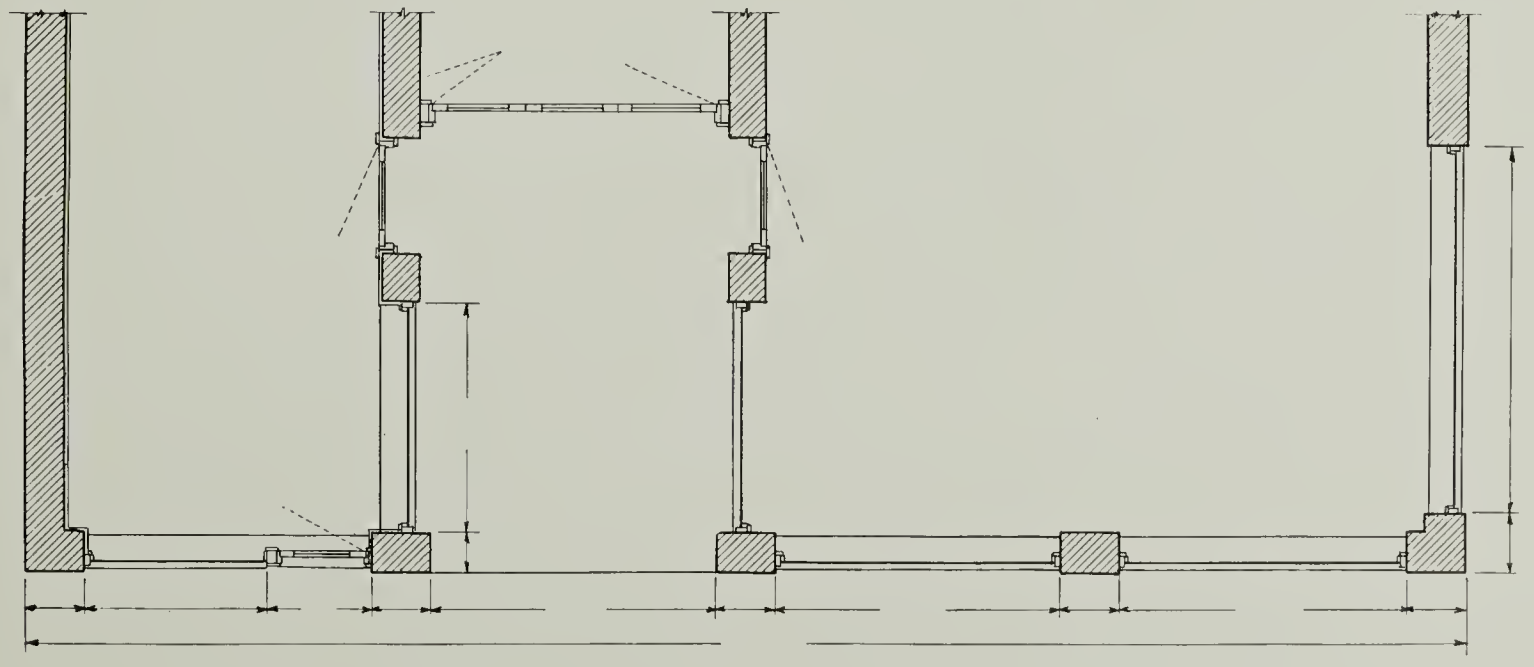


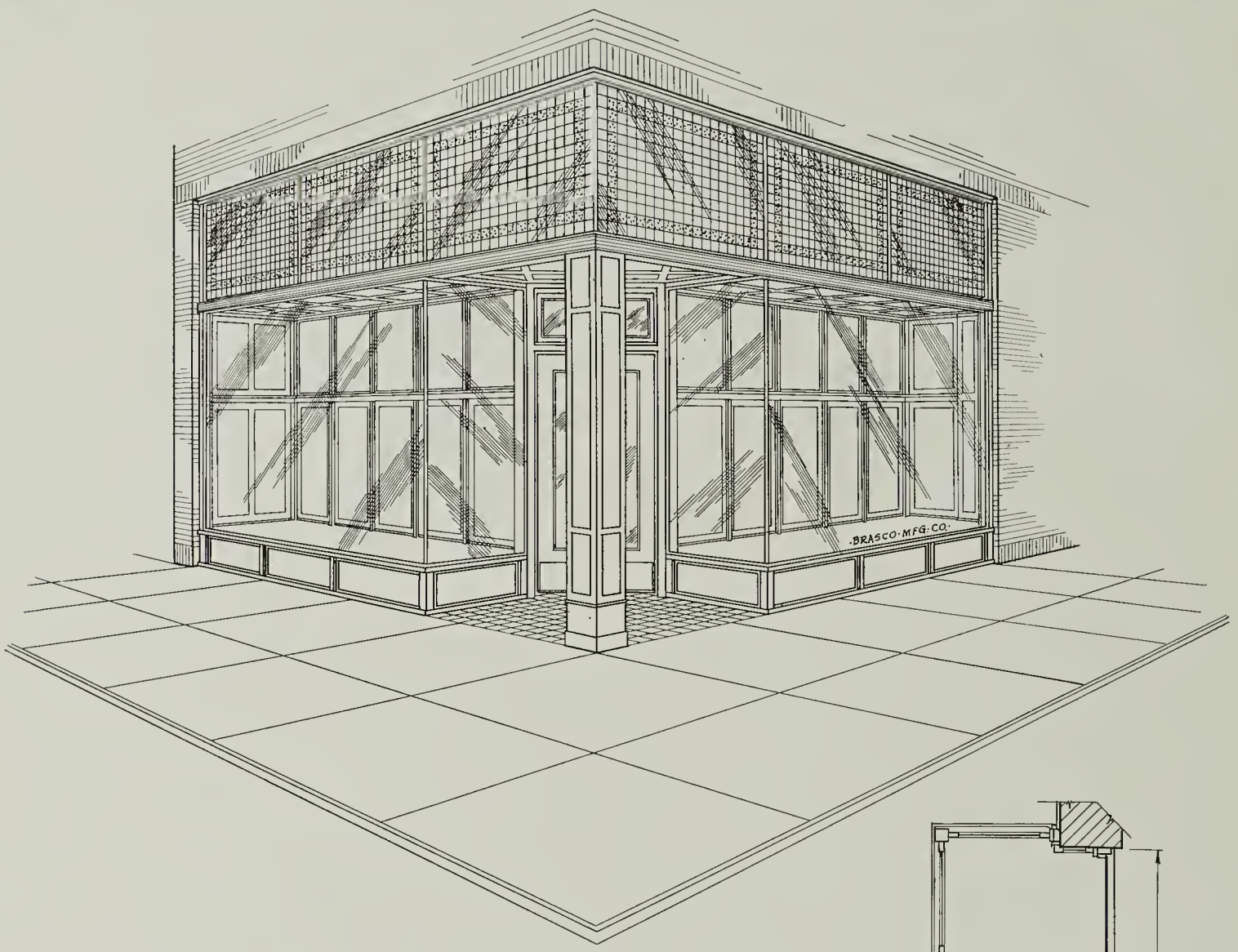
The entrance to the upper floors does not necessitate waste of always-valuable show window space. This design provides for this condition and has given much satisfaction. Especially fitted for use where frontage does not exceed 35 feet in width.



Front No. 14

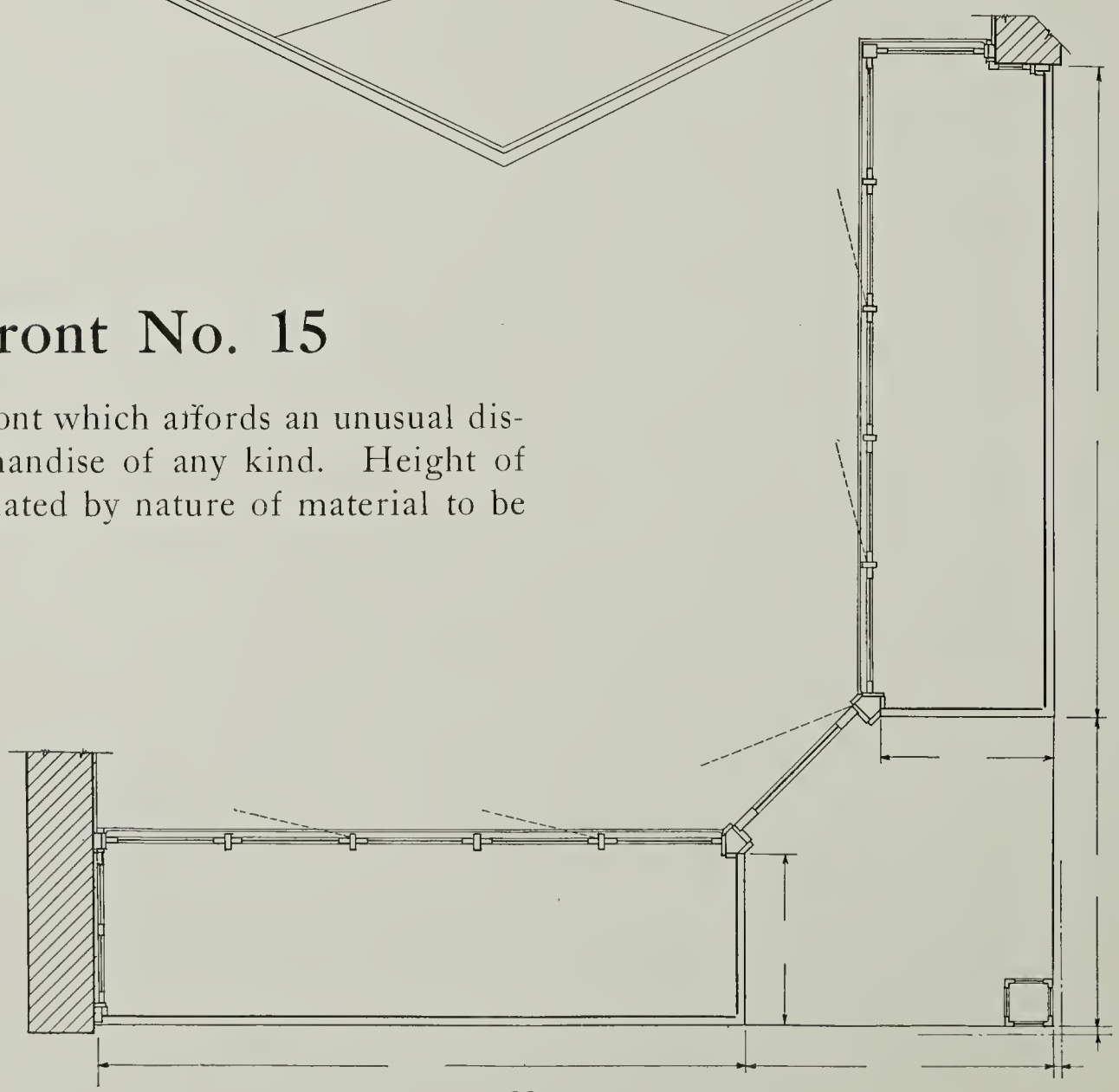
This garage front layout provides separate office and automobile entrances, and gives ample space for the display of cars and accessories. The driveway display windows are especially valuable for small or large accessories. Rapidly coming into favor and always attractive.



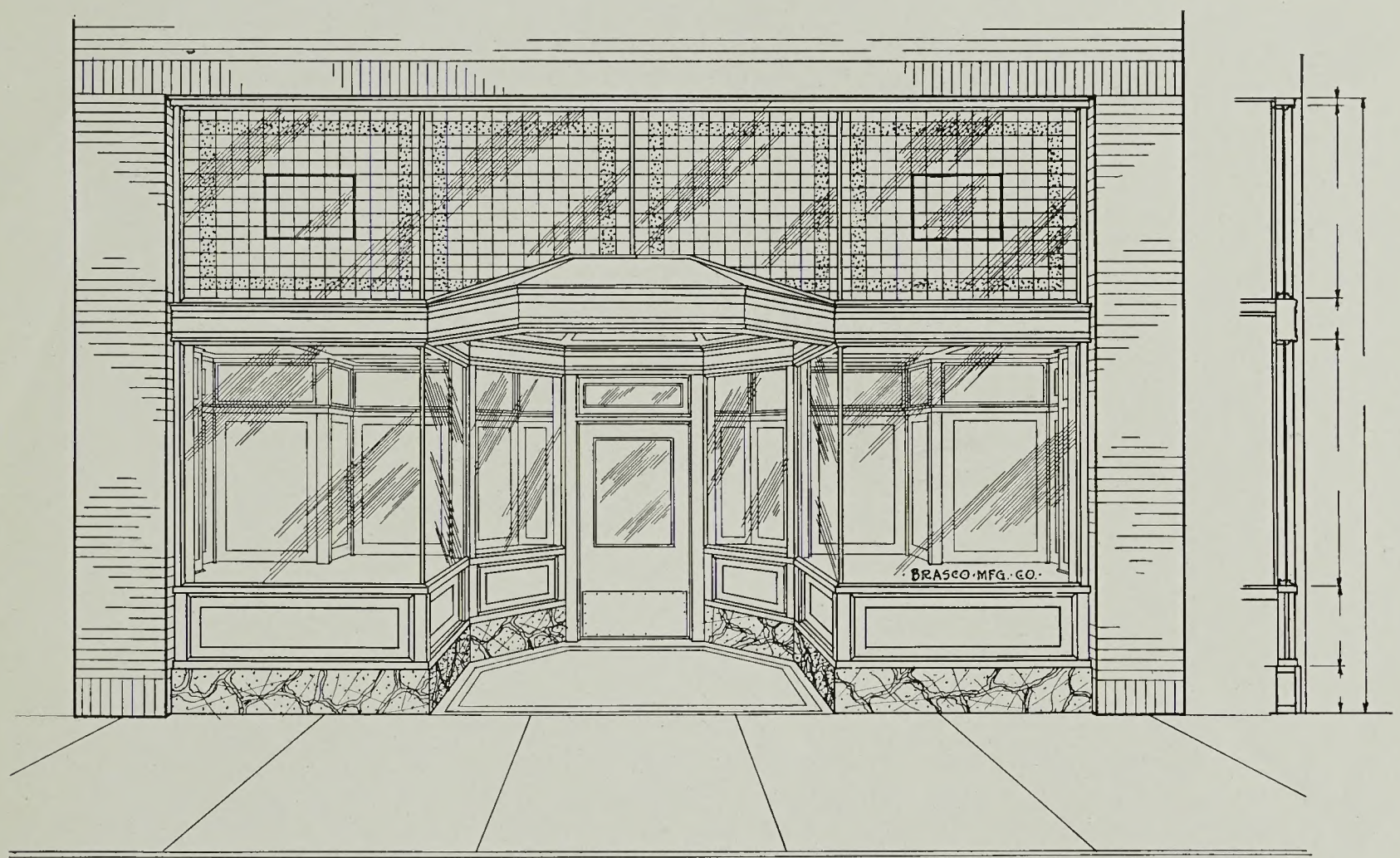


Front No. 15

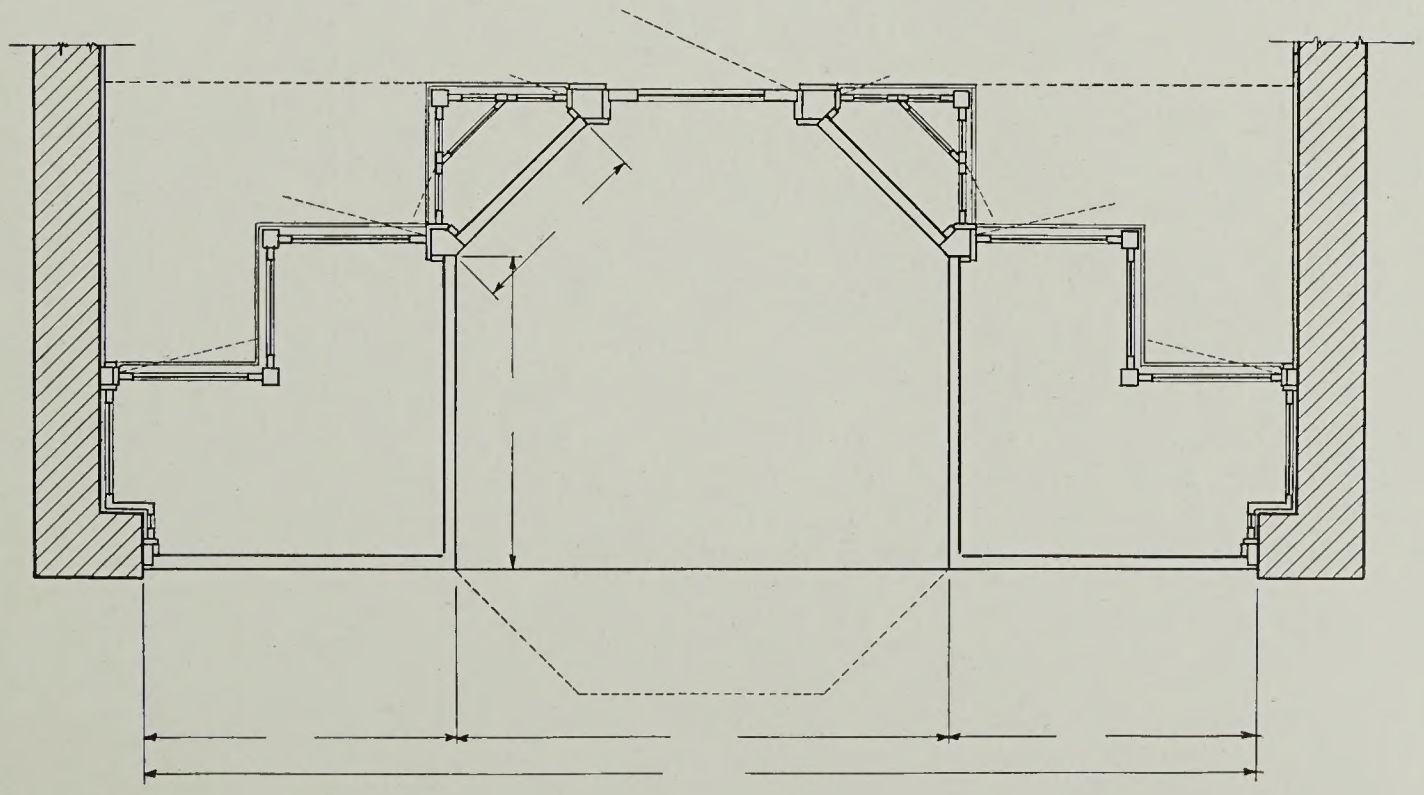
A corner front which affords an unusual display for merchandise of any kind. Height of bulkhead regulated by nature of material to be displayed.

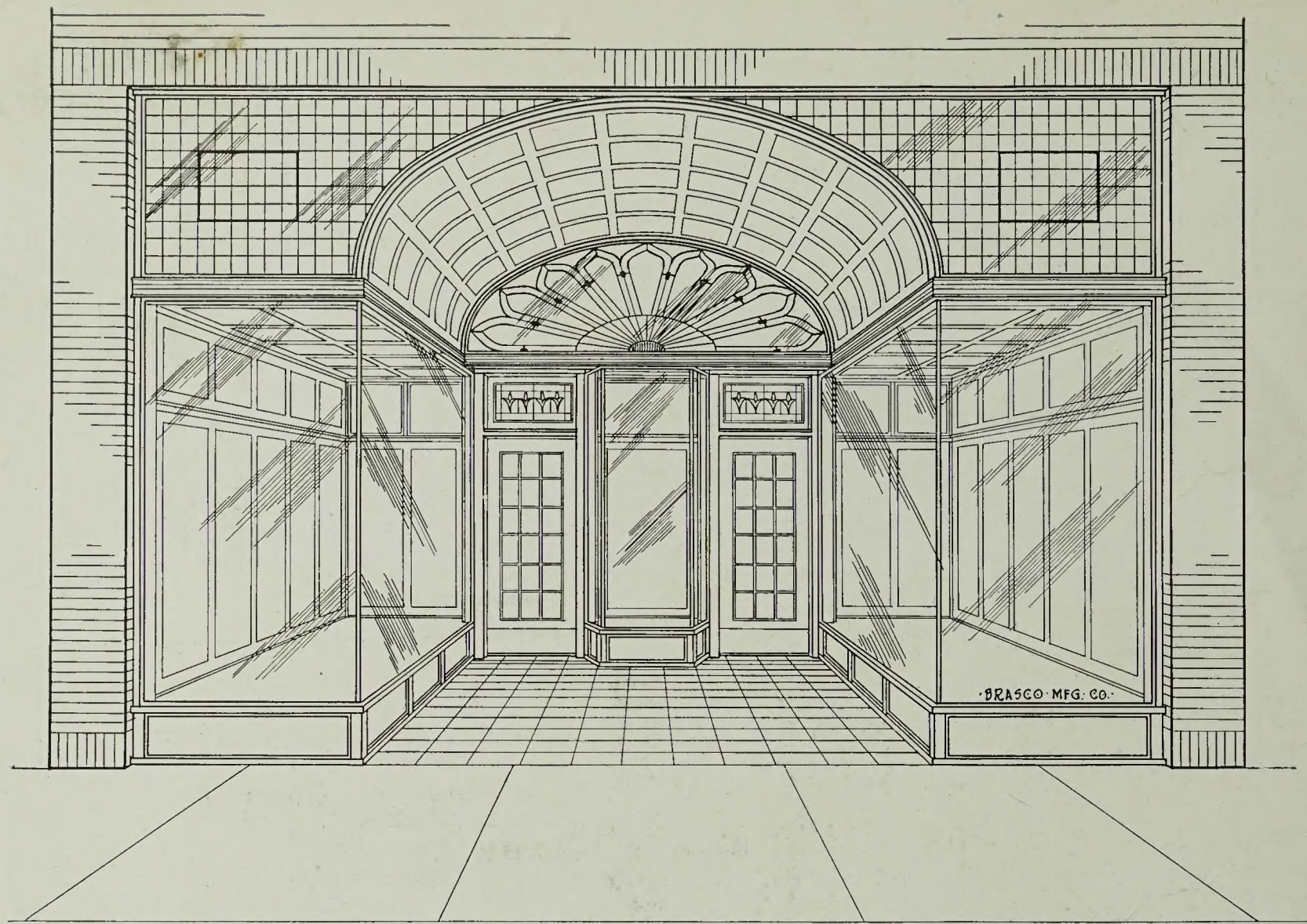


Front No. 16

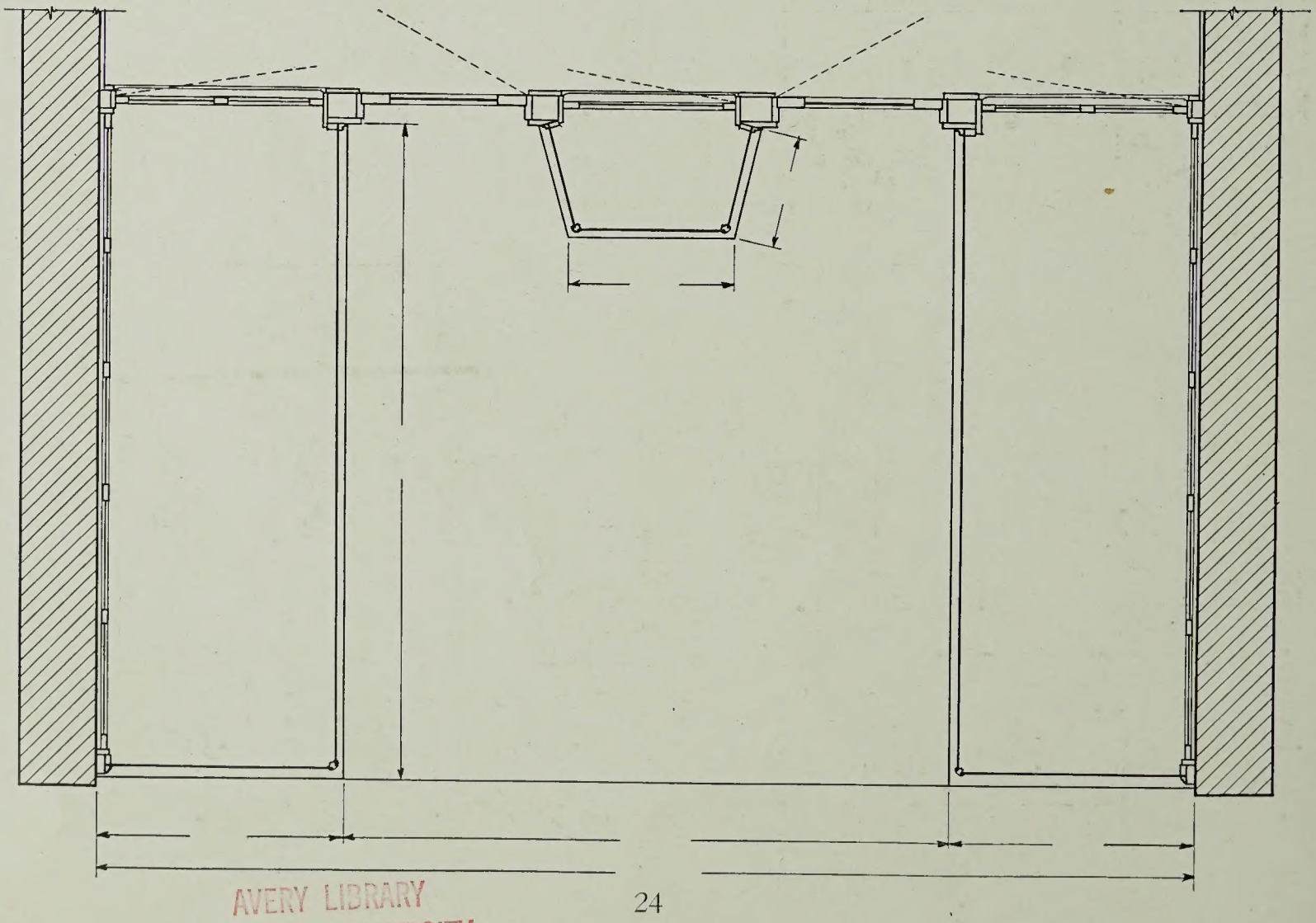


Another very modern design, this one especially intended for jewelry, art shops and candy. Small frontage—often not over 15 feet—can be made to produce excellent results by this method. A fine looking front.





A strictly modern arched front, both beautiful and practical. Affords opportunity to display a good deal of merchandise and lends itself to attractive design. It leads the onlooker to the door and into your store.



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W. P. DUNN COMPANY
PRINTERS

Brasco

Copper Store Fronts